

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Published Monthly by WESTON WRIGLEY, 123 Bay Street, TORONTO

Unexcelled Fire Insurance Protection At Unequalled Cost!

- ¶ We announce the continuance for 1923 of our 50% Dividend to Hardware and Implement Dealers.
- ¶ This makes the 16th consecutive year our Hardware Companies have charged board rates and refunded one half the Premium at the expiration of each policy.

Canadian Premiums written 1922	-	-	Over \$	300,000.00
Insurance in force in Canada	-	-	"	12,500,000.00
Entire Premiums written(Canada & U.S.) 1922	-	-	"	4,000,000.00
Insurance in force (Canada & U.S.)	-	-	"	280,000,000.00

Safety
Surplus over \$2,000,000

Saving
50%

Service
An efficient field force

Write

The Canadian Hardware and Implement Underwriters

Official Insurance connection for Ontario Retail Hardware Association.
Endorsed by every Hardware and Implement Association in United States.

C. L. CLARK, Manager
802 Confederation Life Building, Winnipeg

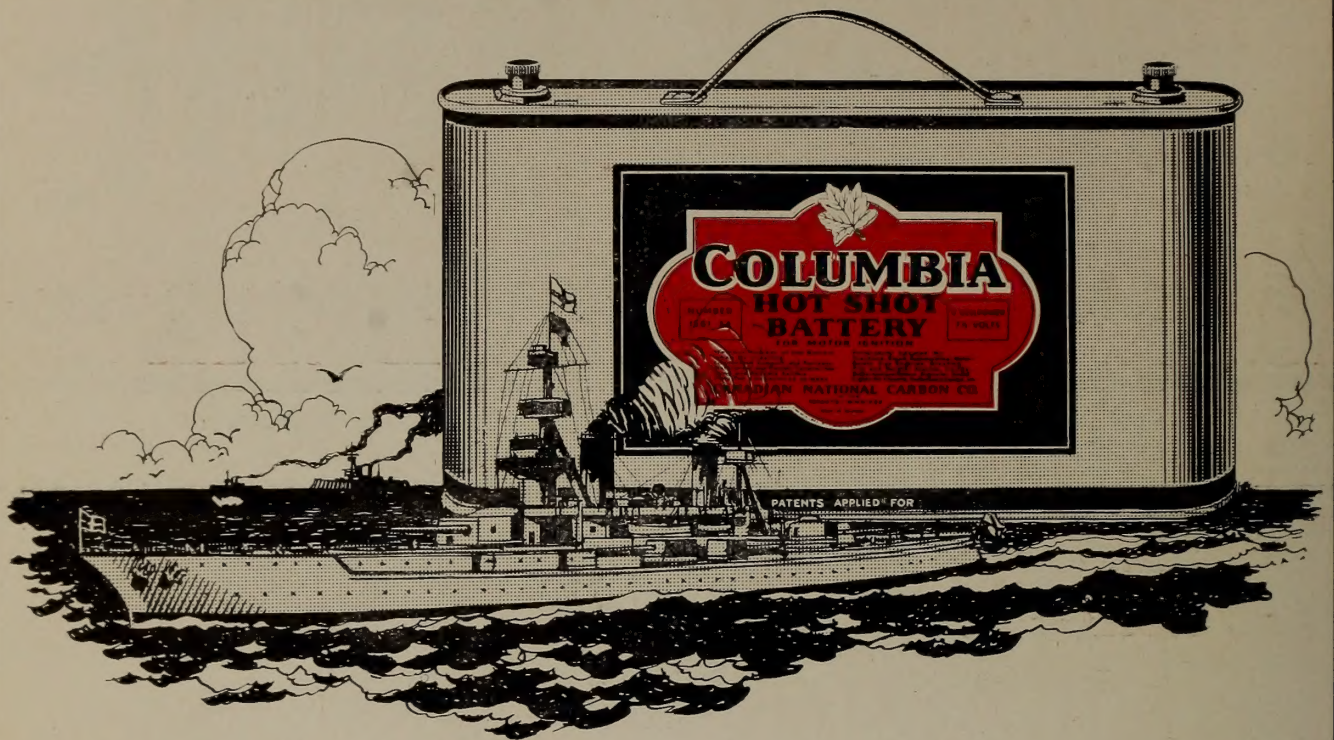
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C. W. ATHEY,
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Calgary

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built like a Dreadnought

HERE is the latest great achievement of the world's largest dry battery manufacturers—the battery that's built like a dreadnought. Steel-clad, rugged, enduring—this new Columbia steel case Hot Shot Battery is a powerful protection against faulty ignition and all its attendant troubles. The sturdy steel case will withstand rough usage, it is water-proof, it protects the batteries and connectors from jolts and jars, and it retains its beautiful appearance throughout its life. The label is lithographed permanently on the steel. This new, improved battery sells to you and to your customers at regular Hot Shot prices. No extra charge for the added value. The new steel-case Columbia "Hot Shot" is now ready in the No. 1561 size. Other sizes will be soon supplied.

CANADIAN
NATIONAL
CARBON CO.
LIMITED.

Montreal, Toronto
Winnipeg

Order now through your jobber, specifying Columbia Steel Case Hot Shots.

Columbia Dry Batteries

—they last longer

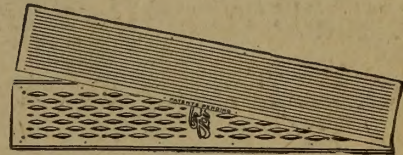
AUTOMOTIVE EQUIPMENT

Already Familiar to Motorists

"GUTTA PERCHA"



Step Pad



Running Board Tread Mat



Rubber Headed Mallet

RUNNING BOARD MATS
RADIATOR HOSE
RUBBER-HEADED
MALLET
BLOW-OUT PATCHES
SEALTITE PATCHES
FLOOR MATS
GASOLINE HOSE
PEDAL RUBBERS
WIND-PROOF MATS
(for Fords)

In models for—Sedans, Touring and Coupe Bodies.



Sealtite Patches

The "Gutta Percha" line is easy to sell because it is already well and favorably known to motorists. Gratifying experience with the "G-P" line has convinced them. Persuasive, convincing advertising, in over 80 publications, helps you turn your stock quickly.

Gutta Percha & Rubber, Limited

Head Offices and Factories: Toronto

Branches from Coast to Coast.

English Pattern Trace Chains

Cautious buyers insist on purchasing trace chains that have been the standard for years. They have confidence in the English Pattern trace chains manufactured by the Dominion Chain Company. They know that every one of these trace chains is tested to one half the average breaking strain, and that if any chain falls

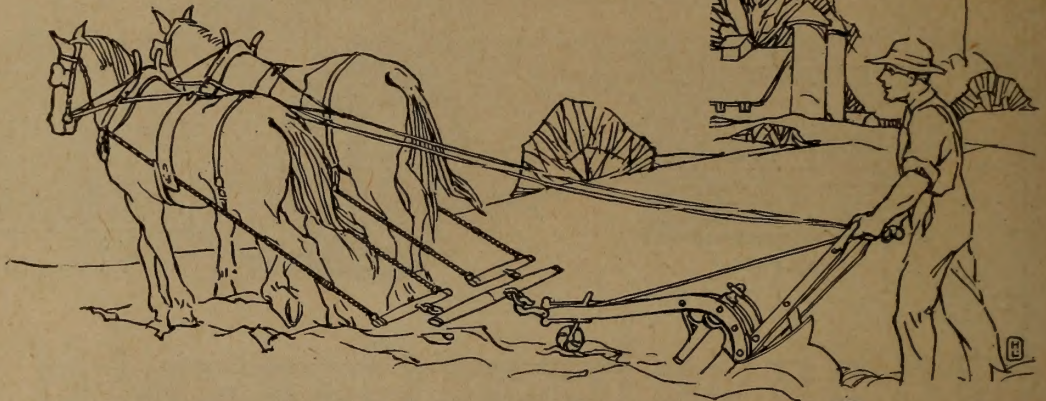
short of its rated strength, it will be cheerfully replaced.

These English Pattern Trace Chains are formed and electrically welded on automatic machines, thus insuring uniformity of construction and strength. Made with ring or hook.



DOMINION CHAIN COMPANY LIMITED

Niagara Falls
Canada



Abbey & Imbrie

*"Fishing Tackle that's
Fit for Fishing"*

ESTABLISHED
1820



January 1

January is the month in which the foresighted dealer gets into action on his fishing tackle stock. He orders in January to make sure that his line will be O.K. when the consumer demand begins and that he will not miss sales through unreadiness. An early period of warm weather does not take him by surprise and send his customers to the rival

down the street.

He knows that if he tells the manufacturer early what he is going to want the manufacturer is sure to deliver on time, and that if he sends in his order when there is a last-minute jam he may have to wait, and lose business.

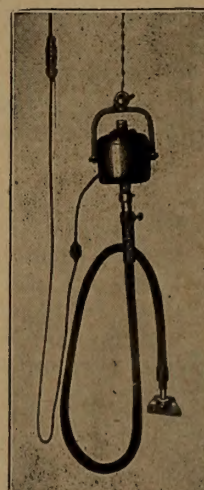
Give us your order now and mark it for delivery on some date in the spring.

*Printer has promised 1923 Catalogue by January 15
Drop us a card now and we will send you one of the
first copies off the press.*

ABBIE & IMBRIE, 97 Chambers St., New York

Division of Baker, Murray & Imbrie

The Gillette Electric Clipper



"Gillette" model
"1911" ceiling sus-
pended Portable El-
ectric Clipping,
Grooming, and Shear-
ing Machine

Saves Time and Money

Clipping Horses, Mules,
Cattle and Dogs.

Quickly and easily shears
Sheep and Goats. Used
extensively for grooming
Horses, Mules and Cattle.

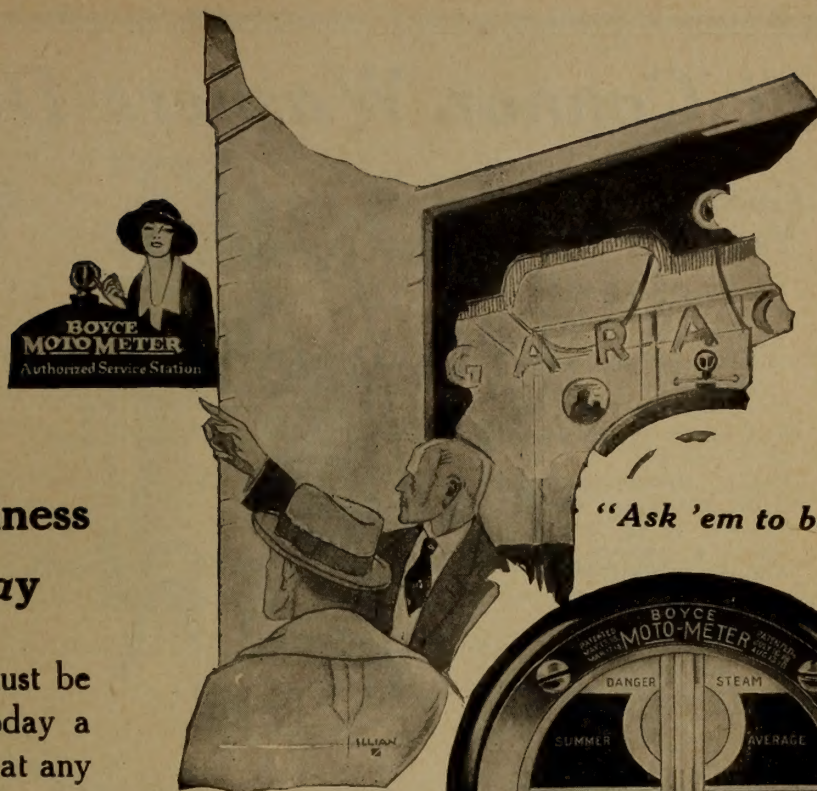
Operates from any elec-
tric lamp socket. Also run
on any make of Farm Light-
ing Plants.

Send for price list illustrat-
ing our different types of
Hand and Power Mach-
ines, also Hand and Toilet
Clippers.

Gillette Clipping Machine Co.

129C-131 West 31st St.

New York City



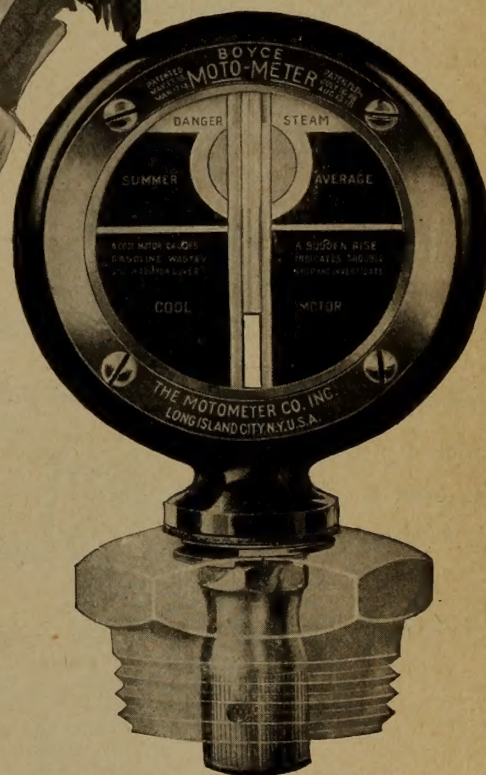
Building Better Business ---the Boyce Way

A "going" business must be a growing business. Today a policy of "sell 'em once, at any cost," spells commercial ruin. Successful dealers are building on a basis of regular customers, regularly satisfied—through value received and service.

That is why the Boyce Moto-Meter is such profitable business. It gives more value for less money than any other automobile accessory. It gives the car owner constant reliable service in accurately indicating his motor temperature.

The Boyce Moto-Meter dealer sells more than an article—he sells a definite service that pays him big interest in consumer *confidence* and *good-will*.

We are broadening the scope of Boyce Service through the Boyce Moto-Meter Service Station Appointment, available to all responsible dealers. Write your jobber for details of the new plan.



Made in Canada

BOYCE MOTO METER

The Motorists' Choice—The Accurate Boyce
"Your car deserves one"

Sell Connor Washers During 1923

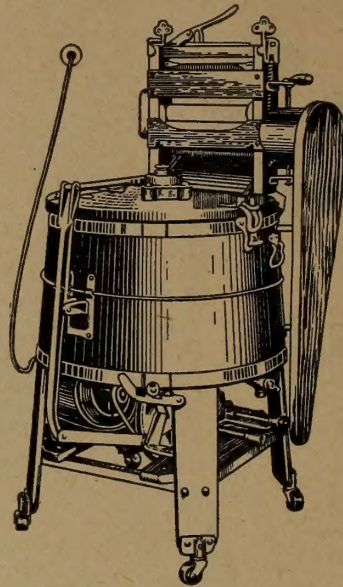
Good Profits For You

You will find it profitable to sell Connor washing machines. The prices of all machines made by us are fair and reasonable.

The dealers discount is large enough to net you a good profit on each sale.

Connor washers are well known and should therefore be easier to sell than most makes of washers. Connor washers have been sold to at least three generations and our friends are legion.

The machines will live up to their reputation, being designed by experts and made from good materials by experienced workmen.



Satisfaction For Your Customers

One of our best selling models is the ECONOMY ELECTRIC which is a high grade electric washer that you can retail at a price that no better machines cost you wholesale. It is the machine with the price that sells.

Consider a few of its selling points: Tub of stave-leg design mounted on four, full swivel casters; cypress tub of best quality, stationary wringer, 11 in. rolls, safety release; reversible water board, simple in design.

Write for full description of this machine.

J. H. CONNOR & SON
LIMITED

OTTAWA

CANADA

ESTABLISHED 1875

Manufacturers of:—Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.

310 Chambers St. Winnipeg, Man.
McPherson Teetzel Co., Vancouver, B.C.

Better
Business
Is Coming



LIGHTNING



GEM



BLIZZARD

Be Wise
In Time

Better business is coming to the merchant who has the goods on his shelves, ready to hand out to the customer when he (or she) is in a humor to buy.

Don't get caught, be wise in time. Avoid the painful necessity of passing up good business to your competitor.

The time to order our Freezers is NOW. They are always in demand. They sell on a reputation established by more than 30 years of high-class service, and their future performance keeps them sold. So there you are—quick sales and permanent net profits.

Hadn't you better get busy with your jobber at once? We are all ready to serve you. Let's get together.

North Bros. Manufacturing, Co.

PHILADELPHIA, PA., U.S.A.

C. E. ADCOCK & CO.

Canadian Representatives

Coristine Building, MONTREAL

Better Times

We enter the New Year with our faces turned towards better times.

—**More fence is going to be sold this year than last.**

All authorities agree that 1923 will be better than 1922, but there will still be need for economy.

—**More FROST fence will be sold because it is the most economical fence.**

We mean the Economy of quality.

Many dealers think they can afford to stop talking fence in January and February.

That's all wrong.

Remember that any kind of fence means a tidy sum of money. The men who are going to cash in heaviest in the spring are those who are talking fence to the farmer **now.**

Educate your prospects now to the better wire in Frost Fence, the waved lateral feature, the famous Frost hold-tight lock—all sound economy advantages, that mean more years of fence service for less money.

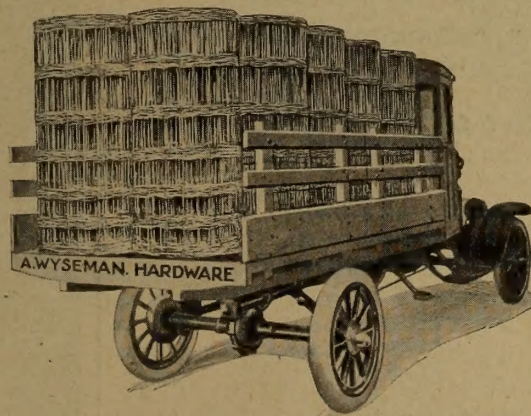
That's the way to make 1923 a better year for **your** business!

We are
Distributors
for

Burlington U-Bar Fence Posts

They Outlast Any Fence

High-carbon steel with rust resisting paint. Hold the wire tight, no sagging. Tidy and trim. No post-holes to dig. Write for descriptive folder.



Frost Steel and Wire Co. Limited, Hamilton

Manufacturers Wire supplies—Galvanized and Bright Wire—Hay Wire and Baled Ties—Woven Wire—Farm, Factory and Ornamental Fences—Galvanized Gates.

"Wear-Ever"

business is good
wherever you are!

SINCE women cook in every town and village over the country, and, since "Wear-Ever" Aluminum Cooking Utensils are known to those women—"Wear-Ever" Aluminum is a good selling line wherever you are.

"Wear-Ever" advertising will help your "Wear-Ever" turn-over. Just let the people around your community know you are a "Wear-Ever" dealer with a complete stock.

Northern Aluminum Co., Ltd.
Toronto

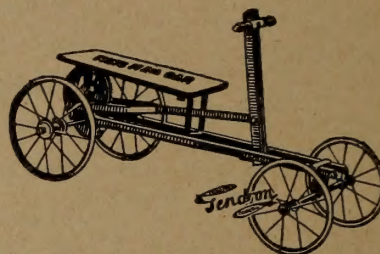


They Sell Themselves!



No. 24 and 28 Rowing Waggon

If you have never stocked Gendron's No. 24 and 28 Rowing Waggon you have missed a lot of wonderful business.



These rowing waggon are "never-miss" sellers. They have an irresistible eye-appeal for youngsters.

The Gendron Mfg. Co., Limited
Duchess St. TORONTO

ALLIGATOR

TRADE MARK REG. U.S. PAT. OFFICE

STEEL BELT LACING

BEST FOR EVERY BELT

In Alligator Steel Belt Lacing, supreme strength is combined with ease and speed of application, complete range of sizes, permanence, mechanically perfection and economy. It is being advertised extensively in Canada this year.

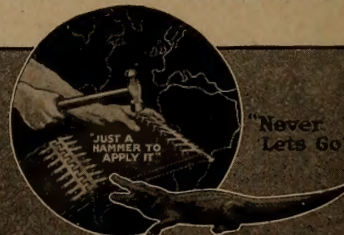
Keep suitable sizes of Alligator in stock. Your jobber will supply you.

Interesting book upon request. Also metal counter display card if you carry stock of Alligator.

Flexible Steel Lacing Co.

4667 Lexington St., Chicago, Ill.

In England at 135 Finsbury Pavement, London, E.C., 2



CRANE FITTINGS

MALLEABLE ————— CAST IRON



Make Tight Joints

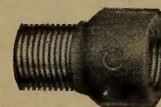
Our patterns for malleable and cast iron fittings include all the necessary sizes and shapes to meet all requirements.



**CRANE
LIMITED**



*Manufacturers of Valves, Fittings
and Piping Equipment and Dis-
tributors of Pipe, Plumbing and
Heating Supplies.*



Branches and Warehouses:
HALIFAX, OTTAWA, TORONTO,
HAMILTON, LONDON, WINNIPEG,
REGINA, CALGARY, VANCOUVER.

Sales Offices:
ST. JOHN, N.B., QUEBEC, SHERBROOKE,
EDMONTON, VICTORIA,
SYDNEY, AUSTRALIA.

**CRANE
LIMITED**

HEAD OFFICE & SHOW ROOMS
386 BEAVER HALL SQUARE
MONTREAL

Works
1280 ST. PATRICK ST.
MONTREAL

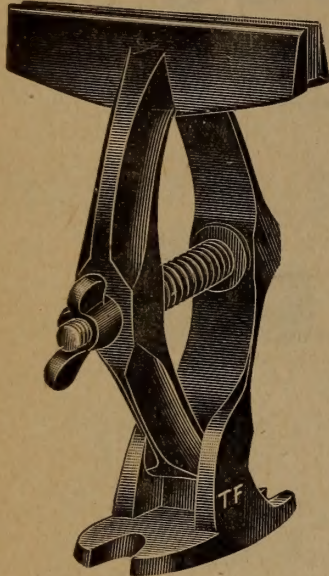
**CRANE-BENNETT
LIMITED**

Head Office and Warehouse:
LONDON, ENGLAND.

Sales Offices:
BIRMINGHAM, CARDIFF,
GLASGOW, LEEDS, MANCHESTER.

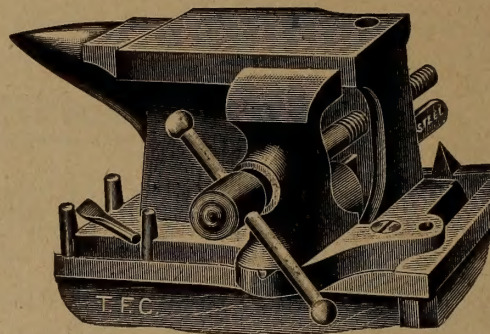
"T.F." Quality Vises

Many Types to Meet All Requirements

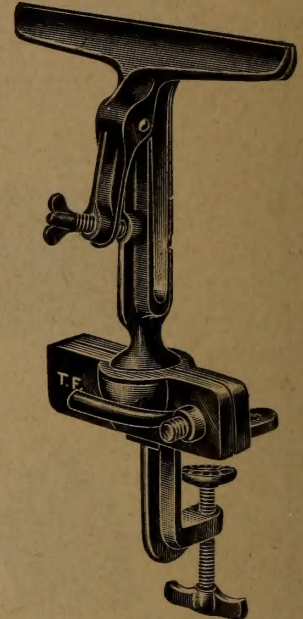


No. 83 Saw Vise

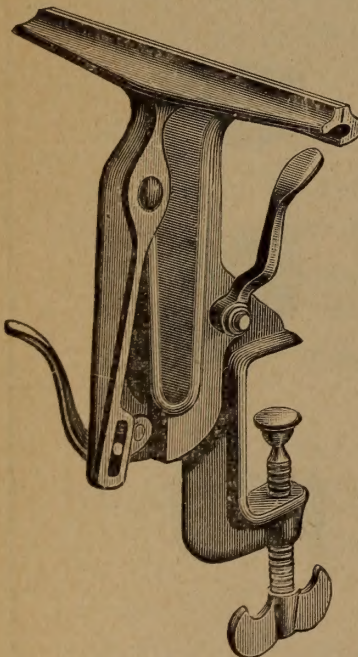
Our general catalogue lists
all types of vises and com-
bined anvil and vise.



"Handy" Combined Anvil and Vise (as illustrated)

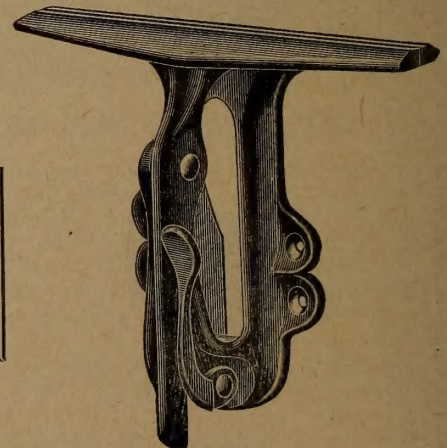


No. 105 Saw Vise
Swivel Pattern



NO. 81 Saw Vise

If your jobber cannot supply
you with "T. F." vises, write
us and we will have your or-
der attended to.



No. 80 Saw Vise

TAYLOR-FORBES COMPANY LIMITED

Head Office
and Works

GUELPH, ONT.

Makers of the World's Best Lawn Mowers

TORONTO
QUEBEC
WINNIPEG

MONTREAL
ST. JOHN
REGINA

VANCOUVER
HALIFAX
CALGARY

Subscription
Rates
\$1.50 per Year
in Canada
\$2.00 to Great Britain
the United States
and
Foreign Countries

HARDWARE AND ACCESSORIES

PAINTS-ELECTRIC-HOUSEWARE-HEATING-LIGHTING

Published Monthly
By
Weston Wrigley
123 Bay St.
Toronto

VOLUME 15

TORONTO, JANUARY 1923

NUMBER 1

COST OF RUNNING A HARDWARE STORE

A COMMITTEE of the United States Congress having completed a very exhaustive survey recently issued the following figures on the cost of operating a retail hardware business:

	1913	1916	1917	1918	1919	1920	1921
	cents	cents	cents	cents	cents	cents	cents
Cost of merchandise.	73.85	73.10	74.62	74.95	75.76	76.05	75.92
Operating expenses.	20.18	18.60	18.25	18.52	18.40	19.50	24.90
Profit	6.02	8.30	7.15	6.53	5.84	4.45	*.82
			100.00	100.00	100.00	100.00	100.00
			Selling price	100.00	100.00	100.00

*Loss

The report on the year 1921 appears unfavorable but analysis of conditions at that time discloses a strong element of reason. The basic fault lay in the falling markets in which the retailer was obliged to clear away so much of his stock at a low price and also in the greatly reduced volume of trade resulting in increased percentage of overhead expense.

No statistical figures are available for 1922 as yet but there is a decided tendency all along the line back to general conditions of the period of 1916-20, although upon a falling instead of a rising market.

Salaries in the retail hardware store during 1919 are between 2.59 per cent of sales and 15 per cent.—the preponderance being around 6.2 per cent. Today's estimate of a fair common figure indicates about 10 per cent. of the sales or a trifle under.

ARE THERE TOO MANY HARDWARE STORES?

DIVERGENT views were expressed at the December meeting of the Toronto Hardware and Paint Club in a further discussion of the establishment of so many new hardware stores. The subject was first broached in the October issue of **HARDWARE AND ACCESSORIES** and has been discussed at various meetings of the Hardware and Paint Club and in other trade papers on several occasions since.

Toronto has a population of over 500,000 and there are said to be about 250 hardware stores, one to about every 2,000 population.

The establishment of five hardware stores within one hundred yards in one section, and the disturbance to trade caused by the frequent transfer of a hardware stock, followed by price-cutting and ultimate failure were given as causes for dissatisfaction by hardware dealers with jobbers who supply goods and encourage the establishment of new stores in districts already supplied by stores.

One retailer expressed the progressive view, however, that he would be the first to shake hands with a man starting a new hardware store next to his place of business. Competition, he contended, encouraged him to buck up and give better service. If the competition was sound it sur-

vived and helped trade, whereas if it was unsound it didn't last.

Canada with a population of about 9,000,000, has in the neighborhood of 3,500 hardware stores, not counting probably half that number additional general stores selling paints, kitchenware, roofing and other hardware lines. These 3,500 hardware stores serve an average population of about 2,600, while in the United States, the 37,000 hardware stores serve an average population of 3,000 each in a total of about 110,000,000 people.

These figures show that 250 stores serving 500,000 population in Toronto is above the average and a new retailer and the jobber serving him is taking a gamble. Two thousand and population represents 400 families and to get a \$20,000 turnover an average sale of \$500 per family must be made. Can this volume be done? If not what is the remedy?

If a man has an orchard, he goes over each and every tree at certain times and prunes them—he cuts off the superfluous shoots and little twigs which do nothing but absorb the strength that would otherwise be used in producing blossoms and, later on, fruits.

If he fails to prune the trees, they soon lose their fruit-bearing force, and the orchard yields poorer returns every year.

Likewise, a pruning process must take place in the hardware business, and the law of the survival of the fittest does the pruning.

However, that is your job, and that of every hardware dealer who claims to be a merchant to prove to your community that you are rendering an efficient and economical service. Only by proving this can you hope to avoid the pruning shears of the thing which we call "Failure."

Many of the stores operating as "exclusive" automobile accessory or as electrical supply retail establishments would not have been opened if the hardware dealer in the particular neighborhood had been "on the job," for if he had really been up and doing he would be selling the automobile accessories, the washing machines, the electric irons, toasters and hundreds of other kindred articles that are now sold by these specialty stores.

READ YOUR TRADE PAPERS

President H. N. Joy paid a tribute to the trade press at the December meeting of the Toronto Hardware and Paint Club when he spoke of the service given retailers by the monthly and weekly publications in reporting trade gatherings and discussing trade problems.

"How many subscribe for **HARDWARE AND ACCESSORIES**?" brought a response of nearly one hundred per cent in a show of hands.

Mr. Joy is a consistent advocate of organization and education amongst retailers and his wide experience as a

retailer in Toronto, Northern Ontario, and in Dakota, as well as a stove manufacturer makes him a source of strength to both the Toronto and Ontario Retail Hardware Associations.

FIGURING COST OF DOING BUSINESS

THESE several classes of expenditure, when added, constitute the cost of doing business; but unless all items are charged the cost records are faulty.

1. Interest on capital invested (say 6 per cent to 8 per cent).
2. Rent (if you own the premises you occupy, charge as rent the sum another would pay if he occupied your premises instead of you).
3. Freight on incoming goods (including packing, drayage, duty).
4. Salaries (including an adequate one for yourself).
5. Fixed expense (insurance, light, fuel, taxes water rates, telephone, etc.).
6. Interest (on borrowed money).
7. Incidentals (stationery, postage, cleaning and all miscellaneous items).
8. Delivery (including horse wagon, stable, motor car, garage, repairs, supplies, twine, paper, etc.).
9. Advertising (including all forms of publicity endeavor).
10. Losses (including bad debts, shrinkage, spoilage, leakage, donations and subscriptions, thefts, etc.).
11. Depreciation (on furniture, fixtures, horse, car, premises, stock, etc.).

WHAT DOES YOUR INVENTORY MEAN

HARDWARE inventories this year are going to reveal both stocks and under stocks, and one is as bad as the other. They are going to bring to light some errors in buying and many instances of poor selling. The fact that an article does not move from your shelves does not necessarily signify that it was not properly purchased. It may have been poorly displayed, poorly advertised and seldom offered to purchasers. This is not a buying period but a selling one. People are not asking for all kinds of merchandise. They have to be shown, and there is behind every article in your stock a real, vital reason why some one should buy it. If your inventory does nothing more than stir you to better selling it will have paid you well.

Make use of your inventory this coming year. Take it honestly and fairly without hoodwinking yourselves. Study it as a table of facts and figures, but remember that facts and figures do not eliminate judgement. Regard the facts and figures as true, but let judgement determine the reasons and plan accordingly.

Hardware age tells of how last year the inventory of one hardware merchant showed a loss in a certain department. The proprietor decided to cut out the line. Then a traveling salesman advised him to make a thorough investigation. He did, and found that the department was heavily overstocked on slow selling items, and understocked on quick-moving items. The man in charge of the department was found to be unable to accurately pick the items which sold best. The rate of turnover for the department was one and one-half times. The dealer reconsidered his decision. He cut down the over stock and built up the short lines. He planned displays and sales arguments. He pushed the lines, taking a monthly inventory of the department, and its rate of turnover to date is six times. It is showing a very substantial profit.

The fact is that most of us have had mental eyesight.

We get the facts and figures, but we either fail to see them, or see them in the wrong light. We accept them as fixed conditions, when they should be regarded as soundings to determine our future business course.

The wise merchant will spend much more time studying and analyzing his inventory than he does in taking it.

THE STAMP TAX ON RECEIPTS

Another burden to the transaction of business has been added by the Stamp Tax on Receipts which came into force on January 1. One consolation to the retailer is that exemption is provided in the case of counter slips and cash register tickets, provided no words implying or stating acknowledgment of the receipt or the payment of money appear thereon.

Many merchants have the words "this is a receipt" on cash register slips. With these words they constitute a receipt and are liable to the tax if the amount is \$10.00 or over. Merchants with machines of this kind should have a change made in the wording.

Tax Rate—The Act provides that no person shall give a receipt (of an amount of ten dollars or upwards) unless there is affixed thereto an adhesive stamp or unless there is impressed thereon by means of a die a stamp of the value of two cents, which is to be cancelled by the person by whom the receipt is given before he delivers it out of his hands.

Receipts Stamped by Die—Persons or firms who desire to have receipts stamped by means of a die, may make application for stamping to the Department of Customs and Excise, under Regulations which have now been established.

Cancellation—Cancellation shall be effected by the person who cancels the stamp writing or impressing his name or initials on or across the stamp together with the true date of such writing or impressing.

Penalty for Violation—Any person who refuses to give a duly stamped receipt, or who, upon a payment to the amount of \$10 or upwards gives a receipt for a sum not amounting to \$10 or separates or divides the amount paid with intent to evade the duty, shall be liable to a penalty not exceeding \$100.



THE GOVERNMENT'S CHRISTMAS PRESENT

Hope Is Strong And 1923 Outlook Bright

Trade Approaching Normal Conditions—Big Crop Should Mean Better Business—
Manufacturers Busy and Raw Materials on a Firm Basis—Retailers Stocks
Light With Probability of More Active Trade.

INVENTORY time for 1923 brings market conditions different from any the hardware dealer has ever faced. During the inflation period all prices were on the rise. Last year they were declining and during the year there has been a general decline averaging nearly ten per cent. There has been a stiffening in recent months, however, and this January the dealer finds much merchandise lower in the markets than he bought at, while other lines are selling at higher figures than he paid.

The outlook for 1923 is for fairly stable business. Improvement during the year has been primarily the result of domestic demand. Stocks both of raw materials and of finished goods, in process of reduction throughout 1921, disappeared so rapidly that during 1922 demand had to be met from current production. Serious labor troubles in the railway and coal industries disturbed trade, but building has reached peak figures in many centres and in many lines there has been actual labor shortage—a decidedly different condition from that which existed a year ago.

Crops have been record breaking in volume, the total value of Canada's field crops having been estimated at over \$1,100,000,000 as against \$900,000,000 in 1921 and movement of crops and prices received have been very satisfactory. The large crop of grain in the Prairie Provinces should enable the farmers to liquidate liabilities of two or three years standing, make needed improvements, and leave him in an advantageous position to start the new year.

Manufacturers and jobbers report a heavy volume of business done during 1922 with prices lower than in 1921. They have found it hard to reduce overhead, however, and the year has not produced profits in proportion to the volume of business done.

The general expectation of greatly lowered price levels for raw materials during 1922 has not been realized and the year ended with a strong raw material market, but with manufacturers and jobbers reluctant to pay higher prices, as this would necessitate advancing quotations on manufactured products, one result of which might mean the continuation of a non-buying policy by farmers who feel that others have not taken their losses from high war levels in anything like the same proportion as the farmers have done.

The conditions in different branches of the hardware trade, and the outlook for 1923, are indicated in the following letters from men closely in touch with basic conditions in their respective lines:

GOOD TIMES ARE AHEAD

Editor Hardware and Accessories:

I would like to extend to your readers my optimistic feeling for 1923. I think Good Times are ahead, and now is the time when all lines are gaining in purchasing power, that all hardware men should not lose the opportunity offered them to extend their business; but on the contrary, take the bull by the horns and get all you can of this new optimism.

May my prophecy become a reality, and wishing all a very prosperous New Year.

T. M. BIRKETT,

President Canadian Wholesale Hardware Association.

BUSINESS CLOUDS ARE DISPERSING

Editor Hardware and Accessories:

The New Year, with its hopes, its increased opportunities and even its problems, is welcomed.

We are on another round of the circuit and should be filled with an inborn optimism that enables us to look forward and expect the sky to clear rather than clouds to form.

Business without problems, without ingenuity, forces our minds to become flabby for want of sufficient exercise, so the best we should ask for the New Year is a field for battle.

The spirit of hopefulness is stronger and the business outlook brighter. We feel like saying to all of our customers that 1923 will be a wonderful year, wonderful in so far as what everyone makes it. There are clouds, to be sure, but they are dispersing, not gathering, and there are fewer in this bright Dominion of ours than elsewhere. We have very much to be thankful for.

Our many hopes for the New Year converge in a vision of happiness and we know that your hopes similarly converge.

May the New Year bring you activity in business and a realization of that vision and when it has passed into history may it be your privilege to look back on it as a year of progress in which you have carried your portion of the burden that helped the weaker with theirs.

WHITES LIMITED,

J. F. ZIMMERMAN,

Manager.

SHOULD ESTABLISH A CASH RESERVE

Editor Hardware and Accessories:

In the beginning of the year 1922 there was still considerable liquidation, but towards the end of the year it might be said that practically all the war surpluses in various lines of material were gone.

Trade began to approach normal, has been improving ever since, and there should be a considerable improvement in 1923.

Were it not for the fact that Europe is so unsettled, we should probably have a boom in 1923, but, of course, one must remember that the taxation is extremely high in this country, and it has become very difficult to make a business profitable.

Every merchant and manufacturer should try and stick to the advice we gave last year, namely, to cultivate a cash reserve, as it would seem that during our day and generation business will be a series of fevers and chills unless we do this. We shall always have the effect of the war with us.

Samuel & Benjamin, Ltd.,

G. T. PEPALL.

NO RECESSION OF PRICES

Editor Hardware and Accessories:

We find during December the demand for wire products and hardware lines generally, was less than during October and November, but this is rather expected owing to many firms taking stock at the end of December and desiring to keep their inventory as low as possible.

Stocks in the hands of the hardware trade are small and indications point to a good demand for the early spring months.

The prices on wire products are firm and our ideas are that no recession in prices will occur, but rather higher prices on several lines may reasonably be expected.

The Steel Company of Canada, Limited,
GEO. SPENCE,
Sales Manager.

AN ACTIVE SHEET METAL MARKET

Editor Hardware and Accessories:

It has been our custom for several years to send out to users in Canada through the medium of the various trade papers, a forecast on sheets.

We are rather proud of the fact that every forecast during the past several years has been not only correct, but in practically every case the actual development has exceeded our prediction, so that our forecast we believe may be regarded as conservative.

We place stress on this because we believe that the coming season, particularly the first half of 1923, will be one of the most active ever experienced in the sheet metal market in Canada, during normal times.

All iron and steel products are based on the cost of coke, coal, pig iron and similar commodities and in every instance these are beginning to strengthen materially.

In the case of sheets, the U.S. producers are well filled up for several months to come, and English mills are also beginning to experience good bookings, and in no case is there any possibility of lower labor costs, while there is a distinct probability of labor scarcity in the U.S. producing district.

Galvanized sheets are influenced greatly in the matter of price by the cost of zinc spelter, which at the present time is nearly 50 per cent. higher than a year ago, while the price of galvanized sheets is not more than 10 per cent. in excess of the lowest price reached a year ago.

We are therefore perfectly candid in urging all our friends to order to cover their requirements for the next several months, at to-day's prices, and you may recall that our predictions do not run on a single track, but have in the past just as frequently advised buyers to go cautiously or to defer buying, as to urge them to purchase.

Dominion Sheet Metal Corporation, Limited,
A. T. ENLOW,
President.

FACTORIES WORKING FULL TIME

Editor Hardware and Accessories:

Business has been constantly increasing since last mid-summer, up to that time it was very bad, and for the first time in several years we have not been able to shut down for stocktaking excepting two days, then at a great disadvantage and inconvenience. We predict 1923 will be a good year.

In regard to prices—Owing to the cost of raw material which is high, there may have to be a slight advance. We hope not, but at the present time high cost of raw material and labor and the call upon us to meet competition from abroad prevents us from making a profit.

Taylor-Forbes Company, Limited,
JOHN M. TAYLOR.

PRICES FIRM FOR SIX MONTHS

Editor Hardware and Accessories:

Inasmuch as it is generally agreed that raw materials for the metal trades cannot be reduced further in price without a loss it would, therefore, seem that the present trend of prices must be maintained for the next six months at least. There is no doubt whatever that 1923 will be a much better year for the hardware trade than 1922.

Canada Foundries and Forgings Ltd.,
James Smart Plant,
D. R. FOWLER,
Sales Manager.

STRONG MARKET IN PAINTS

Editor Hardware and Accessories:

During the year just closed I think it can be truly said that conditions in the paint and varnish industry have been good, taking all factors into consideration. Sales have steadily improved in the manufacturing, railway and such large consumer branches, and the trade through the retail stores, which was good even through the difficult conditions of 1921, has grown better and better.

As the year closes, raw material prices in general, show a tendency to firmness. Linseed oil, leads, zincs and turpentine are all above the price level of a year ago, linseed oil and turpentine very much so. There are no indications at present which point to any weakening in these markets in the immediate future.

We look for a still greater volume of business in 1923. We believe that the economic condition of the country is fundamentally sound, as is evidenced by the position of the Canadian dollar in the international money market, and this economic soundness should mean prosperity for Canada.

It is the intention of the "Save the Surface" Committee of the paint and varnish manufacturers to continue during this year the very effective "Save the Surface" campaign which undoubtedly has stimulated the use of paints and varnishes, and directly benefited the retail trade in this way.

Sherwin-Williams Co. of Canada, Ltd.,
W. S. FALLIS,
Vice-pres. and Man. Director.

FACTORIES BECOMING MORE ACTIVE

Editor Hardware and Accessories:

We consider that 1923 will bring the brush business back to a full measure of prosperity compared with any other year in the past.

There has been a good building year during 1922 and we cannot help but consider that 1923 will see quite a large amount of building being done and brushes of a good grade will be required.

All our raw materials have not only reached the bottom of any decline, but are steadily advancing and although we do not consider there will be a big advance, yet we cannot help but consider that a steady advance in most raw materials will take place. Bristles as there has never been a surplus in this commodity, have advanced 10 per cent. in the last six months, and

we look for a steady increase. Before 1914, bristles which really came from a semi-wild animal had advanced steadily from 1890 on to 1914, with only one or two slight set backs, and we cannot help but consider that this will continue, as the demand is nearly always ahead of the supply and, therefore, no hardware man ever loses any money by decline in the value of our goods.

Sales in the brush business have been steadily increasing among the factory trade, as the factories resume more activity and we think this will keep up during the present year and we are looking forward for a good year in 1923 in all departments. Export trade is improving steadily.

Meakins & Sons, Ltd.,
W. G. MEAKINS.

UNCERTAINTY IS NOW ELIMINATED

Editor Hardware and Accessories:

We feel that 1923 will show a considerable improvement over the year just past. This is due largely to the improved purchasing power of the farmer, which, while not yet satisfactory, is considerably better than it was last year.

Last year, at this time, it was generally expected that prices of building materials would go much lower. This year there is no such feeling. As a matter of fact, prices have stiffened all down the line, and the result is that there seems to be less hesitancy on the part of those who are intending to build, and we believe that orders will be booked this year much earlier than was the case in 1922.

The Metal Shingle & Siding Co., Ltd.,
J. G. LORRIMAN.

SPRING BOOKINGS ARE HEAVIER

Editor Hardware and Accessories:

During the past year, demand for all kinds of brushes has been fairly good, due partly to the large amount of building which has been done, but mainly to the fact that the retailer realizes the importance of brushes as an all year round seller—that they are easier sold on account of the large and steady demand and that they show a good profit on practically all lines.

Prices of materials used in the manufacture of brushes have shown on some lines very slight changes during the past year, some a little lower and others higher and consequently the prices of brushes are somewhat lower generally than a year ago. The output of bristles, the most important material used, has been curtailed and this has caused not only a firmer tendency in prices, but some of the sizes are exceedingly scarce and prices have been advancing during the past three months, and this will likely affect the price of brushes in which this material is used, and advances in prices may be expected on such lines. If any changes are to be expected, it will be for higher prices rather than lower. The prospects for business for 1923 are very good, as spring bookings are heavier than a year ago. This is accounted for by the much brighter outlook for trade in the near future, improved conditions in the west, and also by the fact that stocks on dealers' shelves are, generally speaking, much lower than they should be to take care of the needs of the ultimate consumers.

The Boeckh Company, Ltd.,
C. M. FARRINGER.

A Mid Winter Sale Is Opportune

A Good Means of Reducing Overstock or Getting Rid
of Damaged and Shop Worn Articles.

DESPITE the objections that some dealers hold toward sales of all kinds, and price reductions, there are times when sales are quite necessary if the stock is not going to be an absolute loss. The season following Christmas and that around inventory taking are the ones when sales are a big help. During the former season, articles are damaged or shop worn while on the counters and shelves, in the busy time of purchasing gifts. The slightly damaged articles cannot be sold without deception as perfect articles and must be sold at some reduction, no matter how small. At stock taking time there often comes up the problem of an overstock.

An overstock is a thing that can be rarely avoided by the average retail dealer. There are curious changes in the demand for some articles. One year there may be a very large number of refrigerators, such as in the case of a new store in East Toronto. They were unable to meet the demand one year and being prepared for a big demand the next year, it did not come. This is liable to happen to any hardware dealer. A sale at this time will dispose of the overstock and release the tied up capital.

Kehoe & Keoch, Toronto, use this method of releasing stagnant stock or damaged lines. They find it a good means of building up business as well. The prices need not be advertised at much reduction, because the

mere fact that the price is reduced a few cents seems to enhance the value in the minds of the purchasers. They let their customers know about the values through the medium of a district advertising paper.

A point in reduced price sales to be avoided is, when advertising the original and lower price, in marking the supposed to be original price somewhat higher than it really was. This may fool some of the buying public, but they soon see through it. The writer, recently was in a hardware store that sold china as a regular line, looking at some china that was on sale at quite a reduction in price. The price in the small piece china was one dollar and fifteen cents with a one-forty, discreetly marked off. As the pattern was not suitable, others were asked for, and procured from the back of the shelf. Imagine his surprise when looking at the price tag on the back he saw it marked at one-twenty-five, as being the regular price. The reduction then lost some of its attraction in the deception that the dealer was practising.

There is no need of the dealer to take a loss on goods that are put on sale, but it is always the best policy to offer honest values.

One of the greatest objections to sales is that they tend to influence the customer's to be always looking for sales. That may be the effect when the dealer has the habit of having them every week or so, but an

Methods Of Merchandising Hardware

The Value of Quick Stock Turnover Explained—How to Find the Rate of Turnover—
Adopt the Fruit Vendor's Idea of Turning Stock Almost Daily.

Written for Hardware and Accessories by G. W. Hafner

The interest of every business man is naturally, to make his capital do as much work for him as possible. That means letting a given dollar rest in a given lot of material for as short a time as possible. And doing this means moving stock as rapidly as possible. And, the one word that covers all this is "turnover."

It is never possible to make money on dollars that are tied up in commodities that will not move. And when prices are falling, it is easy to lose a great deal of money by holding on to merchandise or materials that move slowly, while the price for which they can be sold becomes constantly less and less. Because of this every manufacturer and merchant ought to have information on the movement of goods in and out. It is this movement in and out, not only of the merchandise itself, but also of that which the merchandise represents, money, to which the term "turnover" has been applied.

In any business there are two things that are disposed of, replaced, and disposed of again; or, in other words, "turned over." These are:

1. The stock of merchandise.
2. The money invested in such merchandise.

And the turnover of these items has a very definite effect upon the profits which the business makes during a given period. Hence an analysis of this effect is necessary in order to plan properly and conduct the business so as to:

1. Secure the maximum profit with a given capital, or
2. Secure a given profit with a minimum capital.

QUICK VERSUS SLOW TURNOVER

Perhaps the easiest way to state the case for a rapid rate of turnover in business is as follows:

A certain business, we will say, has annual sales of \$50,000.00 and makes a gross profit of \$17,500.00 (or 35% of the sales). If we take off \$12,500.00 for expenses (25% of the sales), the net profit would be \$5,000.00 (or 10% of the sales). But if the annual sales of that business is increased to \$100,000.00, and a gross profit of 35% is still realized, the amount of gross profit would be \$35,000.00. Suppose expenses of the business are doubled because of this increased business—a very liberal margin—there would then be \$25,000.00 in expenses to deduct from the gross profit of \$35,000.00, leaving a net profit of \$10,000.00.

Now it is at once evident that, having increased the sales to such an extent, the same percentage of profit is not required. The tendency in any business should be to increase the turnover and thereby decrease the percentage of profit. Under these circumstances the nation as a whole would benefit, and the individual engaged in the business would certainly not suffer.

Another illustration: Two men are engaged in building construction. John Smith, the first contractor, finishes twelve jobs a year, making \$1,000.00 net profit on each job. He earns a total of 12,000.00. Jim Jones, the second contractor, finishes eighteen jobs a year, making \$750.00 on each job. He earns a total of \$13,500.00. Moreover, he gets business away from Smith because his price is more attractive. When there are none too many jobs to go around at best, this last consideration is of great importance.

If a dollar earns 10 profits for its owner in a year, the owner can afford to take a smaller profit each time than on another dollar which earns him, say, only 5 profits during the same length of time. And yet the dollar which returns the smaller rate of profit will bring in the larger volume of profit, simply because it is so much more active.

Now, this is precisely the point that most business men seem not to understand. They do not seem to be able to grasp the fundamental principle that even though the percentage of profit on merchandise or service be but, say, 5 per cent, if it is earned often enough, say, 10 times in a year, the annual turnover on money or rate of profit on investment will be 50 per cent.

MAKING YOUR DOLLAR ATTRACTIVE

Too many merchants overlook the fact that their cost of doing business of, say, 25 per cent, cannot correctly be used to demand a 15 per cent margin of profit on each and every kind of merchandise sold, because it is the percentage of profit on one sale, and not on the year's investment. A larger margin of profit needs to be added to the slow moving materials and a smaller margin to the quick moving.

The vital point of comparison is how much profit can you make a dollar earn selling a given article. Any business man can get rich earning a 5 per cent margin of profit on one certain commodity, if he sells it often enough; on the other hand, he may go bankrupt on merchandise offering 100 per cent profit, if he rarely makes a sale. Quantity selling is the greatest modern profit policy. The profit on any one article or commodity is not much, but when this profit is multiplied by 1,000, or 5,000 or 10,000, the profit on the volume becomes considerable.

Lazy dollars, unnecessarily high profits, and sluggish business, all tend to go together. The business man who makes money in spite of conditions—and there are many such—are those who go out aggressively to make their dollars active.

The rate of turnover for a given time depends on just two things:

1. The average amount of money invested in the merchandise.
2. The sales of the merchandise in the period.

Both amounts must be stated in the same terms in order to get a correct result. That is, the average amount invested and the sales must both be figured at the cost price, or at the selling price. It does not matter much which way they are figured, so far as the accuracy of the result goes; but it does make a decided difference if one of the elements is figured at one price, and the other at the other price. The result in that case is a figure that means precisely nothing.

It is obvious, then, that since these two elements only are involved, the problem of increasing the rate of turnover depends on these two, and no others. Hence one or both of two things must be done:

1. The average amount of money invested in merchandise must be decreased, relative to the volume of sales; or
2. The sales must be increased, in a greater ratio than the increase in the merchandise investment.

The rate of turnover may be found by dividing the yearly net sales by the equivalent merchandise investment.

By "equivalent merchandise investment" is meant a constant yearly investment in merchandise which is equivalent to the actual merchandise investment over a period of one year.

This means that the "equivalent merchandise investment" must be expressed in terms of time as well as of money. The fundamental unit in which equivalent investment is expressed is the dollar-year. It may also be expressed in some related unit which is reducible to dollar-years, such as dollar-months or dollar-weeks.

In explanation of this, one dollar invested for one year is a dollar-year. Two dollars invested for six months, or three dollars invested for four months, or fifty cents for two years, are all exact equivalents of a dollar-year.

Thus, if you invest \$500.00 in a certain article or commodity twice a year, you have an equivalent investment in that particular article of \$250.00. Suppose your sales of this article for the year to be \$1,000.00. By dividing the equivalent investment of \$250.00 into your sales of \$1,000.00, you find that your rate of turnover is 4. If you invest \$500.00 in a given article every three months, you have an equivalent investment of \$125.00. If your sales of that article for the year amount to \$2,000.00, your rate of turnover is 16.

A business man pays a certain amount for the goods he sells, and he sells them for a certain other amount usually greater than the first. It is the difference between these that determines the success or failure of a business. The merchandise itself is only a means to an end.

For certain reasons a merchant may want to invest as little money as possible in stock. The turnover of this investment, then, becomes of great importance, for he must

get his original investment back before he can invest it again. This turnover is dependent largely upon the movement of the goods, but the unit profit and the extension of credit also play an important part. An analysis of the turnover will largely determine the advisability of extending more or less credit and the amount of unit profit necessary with the given investment and the probable sales.

A knowledge of stock turnover by lines enables the business man to segregate the fast moving lines from those that move slowly. It indicates the commodities for which there is a ready demand, and those for which a demand must be created. This shows him where to concentrate his advertising and sales effort. It enables him to apply different sales methods particularly adapted to the conditions. He can perhaps increase the percentage of profit on the slow moving lines to compensate for the slowness of movement, or possibly by decreasing his margin of profit the movement can be speeded up. His buying can be scheduled, so that his stock is always kept at the minimum.

In the final analysis, it must be remembered that turnover is not an end in and of itself, but merely a means to an end, namely, yearly net profits. The banker can pay his overhead expenses and declare dividends only by daily turnover of cash on hand. The same problem confronts any business man. His stock must turn a given number of times a year in order to yield a profit.

To exemplify further the close relation between turnover and profit, it is necessary only to refer to the ordinary vegetable and fruit market. The proprietor of such a market must turn his stocks daily, or they become unsalable. His stocks must sell and sell quickly, for therein lay his profits. Adopt the fruit vendor's methods, make them applicable to your business, and then watch the result.

Questions To Be Discussed At Retail Hardware Convention At Toronto

QUESTION 1

To stimulate business I have been putting on sales, called "Saturday Specials," at reduced prices, advertising chiefly by window display, prices being positively good for that day only. To give variety some lines selected are carried by other dealers in my locality, who claim practice is unfair. I am not a price cutter, believe in price maintenance, and wish to live on best terms with my fellow-dealers. Am I justified in this practice, which is common with departmental stores and other large dealers in hardware lines?

QUESTION 2

Has any members tried putting a special man or clerk from the store on a house to house canvass, in the introduction of new or seasonable lines. If so, what has been the result? Would canvassing among farmers help overcome catalogue house competition?

QUESTION 3

Are manufacturers of automobile tires justified in refusing to sell hardware stores at dealers' prices, claiming it would be unfair to garages and tire dealers. This in view of the fact that hardware men have been selling tires and accessories as long or longer than the garage man?

QUESTION 4

What success have hardware dealers had in adding toys to their regular line. What lines are suggested as being particularly adaptable, and what lines should be avoided?

QUESTION 5

What is the plan to meet competition on the part of retail stores, operating under the name of wholesale and retail, who, being on the jobbers' list on many lines, use their buying advantage to the detriment of other hardware retailers in their vicinity, by advertising certain lines to consumers at prices which dealers who have to buy at regular whole-

sale prices, cannot meet without a loss. Are preferential prices to retailers really advisable?

QUESTION 6

What success have dealers had in handling radio supplies. Is the line stabilized enough to make a profitable seller?

QUESTION 7

Certain lines, particularly aluminum ware, is sold by college students during summer vacation from house to house at prices less than ordinary metal. Is this fair to the regularly established hardware trade?

QUESTION 8

In this city of 22,000 there are plenty of hardware stores to take care of all the needs. Cannot some arrangement be made with jobbers and manufacturers so that hardware lines and particularly tinware, etc., will only be sold through recognized hardware and stove and tinware stores, instead of having every other grocer in the town meddling in same?

QUESTION 9

Certain lines of goods, such as Stewart's horse and sheep clippers, are sold regularly to consumers at list price, and discount to the retailer is 25 per cent. To this cost must be added the sales tax of 2¼ per cent. and also cost of laying down. Figuring a low overhead of 20 per cent. of selling price, the net profit to the dealer is approximately 3 per cent. of his selling price, which is too low. Should not the list on such lines be advanced to allow a trade discount of at least 30 per cent.?

QUESTION 10

Many lines of goods formerly sold only through hardware trade are now being sold by dealers in other lines. To offset this, what suitable lines could be added by hardware dealers to maintain or increase turnover? Would members making suggestions please state results?

Toronto Firm's Plan For Taking Stock

Can be Used to Advantage by Either Manufacturer or Retailer—Called the Maximum and Minimum System—Prevents Overbuying and Quickens Turnover.

EASE in stock taking depends, to a very great extent, on the method in which the stock is taken care of during the year. Many of the terrors of inventory time can be avoided by developing and using an efficient and simple stock keeping system during the year. There are many of these systems in use but one which is among the best because of its simplicity and one hundred per cent efficiency is that known as the maximum and minimum system.

This system was adopted two years ago by a Toronto manufacturing firm which had experienced particularly great trouble with their large stocks of raw materials. When inventory came to be taken at the close of each year, they used to find stocks which, according to their record books, should be quite large, were entirely out; the books were rarely correct and the factory was being continually tied up on account of the shortage of stock. This naturally resulted directly in the loss of business as they were unable to give their customers the advantage of good service. After a good deal of experimenting and thought on the part of the buyers and stock keepers they developed this system.

Although this system was developed by a manufacturing firm it can be applied to any kind of business in which actual merchandise is bought, sold and kept in stock.

The first, and probably most difficult phase is to obtain approximate figures of the sale of every article carried, for two or three years back. This can easily be obtained from the purchase or similar records that most retail dealers keep. From the records of several years it is possible to strike a yearly average that would be safe to estimate as the requirement for the coming year. Because of the many lines carried in a hardware store this might be regarded as being a task far greater than the benefits that would result from it. But estimating the yearly average is important in that it embodies the information that the buyer should have before him at stock taking time or whenever ordering must be done. When this firm that carries many hundreds of sizes of tinplate, enamel iron, copper, aluminum, rods and wire, finds this system the most profitable it certainly should follow that a retail dealer with his smaller range of sizes and stocks could make profitable use of the same system.

On the purchase records of stock sheets of every article, this yearly average is marked to enable the dealer to see in a moment what stock is likely to be needed during the year. Then, for the purpose of ordering, a fraction of a year's supply is taken as being the necessary number of articles to be in stock. This may be a week's, month's or even four month's supply. The minimum depends entirely on the time it takes to secure goods from the jobber or manufacturer. In the case of this particular firm, they set their minimum at a four months supply as that much time was necessary to secure materials.

This system, of course, makes it necessary for the dealer to keep in closer contact with his stock. It is wise to have a clerk in charge of each distinct department, such as paint, oils, builders hardware, etc. By doing this it gives him more interest in the firm and in the stock over which he has been appointed. This splits the work up and each clerk can, day by day or week by week, watch his stock and when it gets below the minimum set, advise the manager or buyer, who puts in an order in plenty of time to prevent loss of business from lack of stock.

Of course, this system will not always work out. There are times when there may be an unprecedented run on some particular article and the minimum may be far too small and the article will go out of stock. But, on the whole, it will be efficient in keeping every item in stock.

One of the evils of retail merchandising is the danger of overstocking. It means the tying up of capital in a large stock that may take years to move. By means of this system, the turnover can be quicker, because the shelves are not cluttered up with more goods than is positively necessary to satisfy the daily demand. The merchants who make the quickest turnovers make the most money. Most dealers can get the discount at thirty days, so that in reality, if their turnover is rapid enough they are not doing business on their own but the money of the manufacturer or jobber. That is one of the secrets of success of some of the big departmental stores. They buy in quantities that they estimate will turnover rapidly, within the thirty or sixty day period when possible. In this manner they do a big volume of business without really tying up any capital.

If accurate records are kept of sales, the dealer can tell without relying on memory, which with the best is apt to be tricky, when to order seasonable lines, what quantities and unless the season turns out to be an abnormal one, how long his stock will last.

To get back to inventory taking, it will be seen that with the exception of checking up on the records of the year an inventory is practically unnecessary. The clerks keep such accurate records of the stock all year that it is almost impossible for the articles to be very far out. This firm found after their first year of using this system, that with the exception of one or two materials the count of those taking stock corresponded very closely with the book records. Then on the other hand they reaped the advantages of keeping their stock up-to-date and of not over-stocking.

Another advantage is that when the clerks have the interest of keeping records of the stock on hand they will keep the stock neatly and when stock taking time does come around the better kept stocks will make it possible to make a count easier and quicker.

There can be no doubt whatever, as to the necessity of adopting some plan and the yearly average and minimum system has been proved by actual use.

PRICE EQUALITY

It is the duty of the retailer, as purchasing agent for his community, to supply the merchandise required at prices equal to those charged for similar merchandise by other kinds of distributors, except as the additional expense necessary to retail is justified.

Therefore, the manufacturer who utilizes the local retailer as well as other distributive methods should not require the local retailer to pay prices which will necessitate his charging consumers more than the other methods of distribution ask for similar merchandise and service.

—Resolution adopted by the National Retail Hardware Congress at Chicago, July, 1922.

Fine Program For Hardware Convention

Four Days of Wonderful Opportunity for Ontario Retailers who Seek to Know More About the Business They are Engaged In.

TUESDAY, FEBRUARY 13

All Convention sessions will be held in the Lecture Hall of the Armories, left of main entrance, upstairs.

9.00 a.m.—Secretary office in Booths 135 and 136, open for registration of members and guests, distribution of badges, entertainment tickets and general information.

9.45 a.m.—Lecture Hall, Community Singing. A. W. Allin, Lindsay, Director.

10.00 a.m. Prompt—OPENING SESSION. President George E. May presiding.

National Anthem and Invocation.

Civic welcome by the Mayor of Toronto.

Greetings from Toronto Manufacturers, E. Holt Gurney, and greetings from Toronto Hardware Jobbers, Peleg Howland.

Annual Address—President George E. May.

Reading minutes last annual meeting.

10.45 a.m.—QUESTION BOX DISCUSSION. Past President Ed. Wanless presiding.

Questions 1 to 4.

11.30 a.m.—Ethics of Trade in the Distribution of Merchandise. J. C. Gibson of Oneida Community.

12.00 a.m.—Aluminum: Its Source and Uses. A talk full of information for those who desire to know the goods they sell. C. M. Salter, manager Northern Aluminum Company.

12.30 p.m.—Introduction of new business. All resolutions to be submitted in writing. Announcement of Convention Committees. Adjournment.

1.00 p.m.—OPENING HARDWARE EXHIBITION at Armories, University Avenue.

During the afternoon only merchants and ladies accompanying them will be admitted to the exhibition. These hours are reserved for business intercourse between exhibitors and those who buy to re-sell or use the products exhibited. Members and their ladies require no admission tickets, their badges are credentials at all hours.

Non-members and other buyers will be provided with merchants' tickets by exhibitors and by secretary. All members and visitors who have not registered are requested to register at secretary's office, Booths Nos. 135 and 136 (to the left of the main entrance) on entering the exhibition.

7.00 p.m.—EXHIBITION OPEN TO THE PUBLIC. Children unaccompanied by parents not admitted. Prospective buyers will have an excellent opportunity to witness demonstrations of articles which they propose purchasing. Music will be provided both afternoon and evening.

8 to 10 p.m.—ROUND TABLE CONFERENCE, Lecture Room, Armories. For Association members only. Discussion of trade problems, interchange of ideas and experiences.

WEDNESDAY, FEBRUARY 14

9.00 a.m.—Secretary's office open for the day. Booths 135 and 136, Armories. Register. Hand in railway certificates.

9.30 a.m.—Community Singing, Lecture Hall, Armories. Director, A. W. Allin, Lindsay.

9.45 a.m.—QUESTION BOX. Vice-President F. B. Smith presiding. Questions 5 to 8.

10.15 a.m.—Reports of Officers and Committees—Treasurer, Secretary, Executive Committee, Auditors.

10.45 a.m.—ADDRESS by Frank Stockdale, "How to Build a Selling Program."

Only a few merchants plan for selling. This talk

uncovers the "inside" workings of progressive stores that grow and prosper because they plan their work and then work their plan.

11.30 a.m.—ADDRESS by George Henderson, Brandram-Henderson, Ltd., Montreal: "Linking up With the Save the Surface Campaign."

11.45 a.m.—ADDRESS by M. K. Pyke, Montreal sales manager, Northern Electric Co.: "The Field of the Hardware Dealer in the Distribution of Electrical Appliances and Goods."

12.30 p.m.—Adjournment.

1.00 p.m.—HARDWARE EXHIBITION. Afternoon for dealers and representatives of business houses. Buyers are requested to use their "buyers' cards" and insist that every purchase be entered on the card by the exhibitor. Musical program both afternoon and evening.

6.30 p.m.—ASSOCIATION BANQUET. For ladies and men, King Edward Hotel. Tickets, \$2.50 each.

Speaker, Frank Stockdale, Chicago: "The Golden Rule in Business."

Orchestra and musical program. Tickets should be procured from Banquet Committee or from Secretary's office not later than Wednesday noon, if possible.

7 to 10 p.m.—Exhibition open to public.

THURSDAY, FEBRUARY 15

9.00 a.m.—Secretary's office open for the day. Get your railway certificates in.

9.30 a.m.—Community singing, Lecture Hall. A. W. Allin, Lindsay, Director.

9.45 a.m.—QUESTION BOX. President George E. May presiding. Question 9 to 12.

10.15 a.m.—ADDRESS by C. L. CLARK, manager, Winnipeg: "The Progress of Hardware Mutual Fire Insurance." Questions on fire insurance problems are requested, and will be answered from the platform by Mr. Clarke.

10.45 a.m.—ADDRESS by FRANK STOCKDALE: "How to know the Profit-making Lines." This talk shows how profits are measured on individual lines in a retail store.

11.30 a.m.—ADDRESS by W. S. GIBSON, Sheet Metal Products Co., Ltd., Toronto: "The Manufacture of Enamelled Ware Kitchen Utensils." A talk on the process of manufacture.

12.00 noon—Report of Resolutions Committee. Report of Special Committees.

12.30 p.m.—Adjournment.

1.00 p.m.—HARDWARE EXHIBITION at the Armouries open to buyers and dealers.

6.30 p.m.—COMPLIMENTARY DINNER at King Edward Hotel, tendered by H. S. Howland Sons & Co., Rice Lewis & Son, D. H. Howden & Co., Toronto Hardware Jobbers.

7 to 10 p.m.—Exhibition open to the public.

FRIDAY, FEBRUARY 16

9.00 a.m.—Secretary's office open at the Armories.

9.30 a.m.—Community singing.

9.45 a.m.—QUESTION BOX. President George E. May presiding.

10.15 a.m.—Election of officers.

11.45 a.m.—Unfinished business.

12.30 p.m.—Adjournment.

1 to 6 p.m.—HARDWARE EXHIBITION at Armories open to hardware dealers and buyers. Finish buying and leave your buyer's card with Secretary, or mail to his office at Prescott, Ont.

COME---AND BRING YOUR WIFE WITH YOU

A study of the above Program should convince every Hardware Merchant and Store Salesman that it will put dollars in their pockets to attend the Ontario Retail Hardware Association convention to be held in Toronto Feb. 13-14-15-16. The best "good time" a merchant or salesman can have is to get away from his store and spend a few days with other dealers, discussing trade problems, and listening with pencil and note book handy, to the addresses of the able speakers on the program.

Reasons Why An Inventory Is Necessary

What the Annual Inventory Means and Why the Merchant's Profits Depend on Proper Stock Taking Methods.

BY a merchandise inventory is meant a list of merchandise in stock, or on hand at the end of any final period, taken at cost. The number of units times the price per unit constitute the nucleus of calculation for a physical inventory. This extension can be made manually or mechanically, depending upon the nature and size of the business.

If the merchant is not keeping records of both cost and selling price, then he must take a merchandise inventory if he wishes to know his gross profit. As a matter of fact, he must take a physical inventory if he wishes to run his business in accordance with the principles and practices of good merchandising. The following essentials to good merchandising are disclosed thru a physical inventory:

1. Gross profit on sales.
2. Stock turnover for the year.
3. Slow moving lines.
4. Lines on which you are losing money.
5. Overbuying.
6. Too much capital invested in proportion to sales volume

How many merchants are in a position to know exactly what the proportion is between the capital invested in their merchandise and their actual sales volume? Some merchants carry as high as \$565 in stock for every \$100 in sales, while others carry as low as \$250 against every \$100 in sales. It is up to the merchant to determine whether he is high or low.

How many merchants are borrowing money to pay for merchandise that is consuming useful store space? How many, as a result of this overbuying, are depriving themselves of the advantages of trade discounts and forced to lose that margin of profit? How many have merchandise on their shelves that has depreciated materially as a result of having been there for months? How many merchants see their profit on their shelves when it should be in their cash drawer?

A merchant placed an order last year for 500 articles of a certain commodity. A year has practically elapsed—the merchant still retains 350. His profit apart from the cost, together with a rental charge for the space occupied, is represented in the remaining 350.

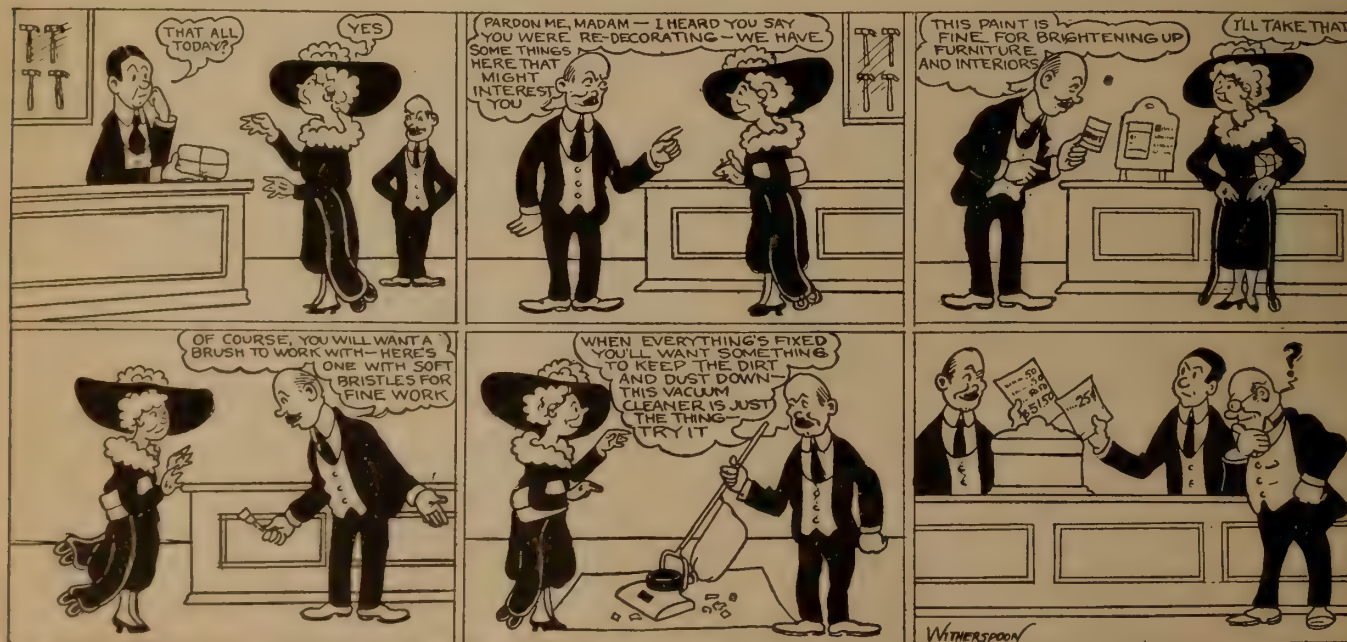
When a merchant overbuys he assumes all responsibility for a change in style, public demand, and really forecasts business conditions. Should any, or all of these factors, change, the merchant suffers alone. Proper inventory figures disclose appropriate buying periods together with commodities that should be purchased at these periods.

These are but a few of the many advantages entailed in a proper merchandise physical inventory.

How few merchants stop to realize the advantages of an inventory relative to furniture, fixtures and delivery equipment? Good business practice suggests that we depreciate our furniture and fixtures periodically. This depreciation in the last analysis is nothing more than a rental which should be credited to these commodities and charged to expense. This rental is just as truly an item of expense as the rental on real estate.

The man who fails to take cognizance of depreciation and charge it off in his profit and loss statement, is showing an inflated net profit in his financial statement. The items that are frequently overlooked in a profit and loss statement would very materially cut into our book profits on a financial statement if they were properly recorded. After all, our book profits do not constitute the criterion in judging the condition of a business. The quick assets and quick liabilities in case of immediate liquidation should be considered the criterion by which we judge our business condition.

The man who fails to realize the importance of a physical inventory is overlooking the essentials of good business. The physical inventory figures, if properly used, will be a greater factor as a guide to future business than any other element that the merchant has at his disposal.



—Courtesy of Hardware Age.

Set a Mark To Shoot At During 1923

Analyze your Prospects and Figure What Sales Volume to Strive For—
Have a Daily Quota of Sales and Expenses.

By S. P. Cook, of Burroughes Adding Machine Company

TO operate a business successfully, it is necessary that you have some definite standards by which to measure results accomplished. You must have a mark to shoot at.

After an analysis of your territory and its prospects you may find, for example, that you can reasonably anticipate an annual sales volume of \$36,000.00. Then divide it like this:

\$36,000—Annually

3,000—Monthly

693—Weekly

116—Daily (six-day week).

Rent	\$5.75
Light, Heat and Power	2.00
Postage, Telephone and Telegraph	1.00
Interest paid and Cash Discount given	1.00
Salaries	9.00
Taxes and Insurance	2.00
Shop Expenses	3.25
Advertising	2.50
Depreciation	1.20
General Expense50

\$28.20

Your daily sales quota is \$116.00, but right now is the time to see if that will yield an adequate profit after your daily expense has been deducted.

Make a chart of the daily expense that is involved when you open your doors every morning. The business month will consist of twenty-six days, and each week of six days in applying rent, light, heat, etc. The figures given below are used simply as an illustration of the principle only. In practice these accounts must be carefully based on actual conditions.

In these expenses a salary is included for the proprietor. This is a part of the expense. You should draw your salary as any other employee of the business. It must be included in the salary amount if you are to have a true basis for figuring profit.

Cash discount given is rent paid for money just as truly as interest, so that item is included in the expenses.

Depreciation is actually figured annually. It should, however, be estimated and charged monthly. At the end of the year an adjustment can be made.

From our Daily Charts we find that our anticipated sales are \$116.00 daily, and our fixed expense at least \$28.20 daily.

\$116.00

28.20

\$87.80

This leaves \$87.80 for the cost of goods sold. For purposes of illustration, we will say that you mark-up your merchandise 30 per cent on sales (and all mark-up should be figured on selling price). Perhaps your mark-up is larger or smaller. Conditions vary in different localities. Using 30 per cent., then your gross profit will be

30 per cent. of \$116.00	\$34.80
Expense	28.20
Net Profit	6.60
Per cent Net Profit057

This is not an adequate return for the time, effort and capital invested. It would give you only about \$2,000.00 net return on annual sales of \$36,000.00. To increase net profit you must do one or more of three things:

1. Increase selling prices.
2. Increase sales volume.
3. Decrease expenses.

Competition and established sales policies have fixed the selling prices and for this reason you cannot increase the mark-up.

But the last two factors are within your control. You can possibly increase your net profit by both increasing sales and lessening expense. Better service, a more intelligent cultivation of territory and greater sales effort will increase the sales volume. You can add at least \$9.00 per day to your sales by these means.

By careful use of light and by adopting other economies, you should save 25c per day. You can probably save 25c a day in the store by eliminating wastes and lost time. Possibly a salary saving of 50c per day may be made in the salary account.

On this basis re-figure the Daily Quota of Sales and Expenses and Profit.

\$39,000—Annual Sales
3,250—Monthly Sales
750—Weekly Sales
125—Daily Sales.

EXPENSES

Rent	\$5.75
Light, Heat and Power	1.75
Postage, Telephone and Telegraph	1.00
Insurance paid and Cash Discount given	1.00
Salaries	8.50
Taxes and Insurance	2.00
Shop Expense	3.00
Advertising	2.50
Depreciation	1.20
General Expenses	50

\$27.20

PROFIT

30% of \$125.00	\$37.50
Expense	27.20

Net Profit	\$10.30
% of Net Profit	\$3,213.60

If 30% is your Gross Profit and your fixed daily expense is \$27.20 then you must sell each day \$90.70 worth of goods before you have made a cent of profit.

For 30% of \$90.70—\$27.20 Daily Expense

Then 30% of every additional dollar sold is Net Profit.

Set up this daily quota. Keep a record of it. Compare your actual sales with your quota daily. Quota should be your minimum performance. When you fail to make your daily quota, add the deficit to the following day.

What Should a Merchant's Records Tell

A Discussion of Credits and Turnover—How to Find Gross and Net Profits.

IT goes without saying that a record must be made of individual credit customers. Every merchant having charge accounts keeps a record of the individuals on his books, but many find it a source of continual controversy and devote a great deal more time to this work than is necessary. The duplicate monthly statement system of customers' accounts does away with the work, worry and fuss of keeping charge accounts.

For this purpose a sheet is provided which is similar to an ordinary statement, punched to fit a loose-leaf binder and with a blank page as the duplicate for each statement.

The statement has the name of the merchant printed at the top and below is written the customer's name, in a space so placed that when torn out and folded, it will fit a window envelope which requires no addressing. The statements are divided according to the alphabet by means of an index, making it easy to find any particular account. Each day the credit sales tickets are sorted alphabetically and placed in the binder opposite the account affected. The date and amount of each customer's purchase is then entered on the statement as a debit, the total credit sales being shown on the Daily Record as a credit.

Payments on account should be made on a cash received slip which shows customer's name and on what account the money is to be applied.

At the end of the day, sort out the cash received slips representing payments by credit customers and enter them on individual's account affected as credit, their total being shown on the daily record as a debit to accounts receivable.

Now here is where you save time. A carbon is put between the original statement and the duplicate, making the duplicate an exact copy of the original. At the end of the month, all you have to do is total the debits and credits, show the balance due in the proper column, tear out the original and mail in window envelope. Your statements are out in jig time. You keep the duplicate in the binder until paid, then file. When making out new statement, any unpaid balance is, of course brought forward to the new statement by entering in the space provided at the top.

The amount of stock on hand is disclosed when the profit account is opened in the ledger.

IMPORTANCE OF STOCK TURNOVER

The rate of stock turnover is a tremendously important figure. It has only been in recent years that this really simple theory has actually been appreciated and practiced by merchants. Upon turnover entirely depends the percentage of earnings upon investment. It is needless to go to any lengths to explain its many benefits. No doubt, you all have been bored by much urging on the subject from many quarters. It will suffice to say that the main thing to do to secure this valuable aid is to watch your buying constantly and scan very closely all bargains offered which demand a large quantity purchase to secure. In other words, try and buy so that there is as rapid a flow of merchandise in and out of your store as possible. Buy often, buy in small quantities. Have your store a quick distributing station, not a warehouse. Find out what is the record turnover rate for your line of business and work to that end. Turnover will not only release capital and permit extension of business and increase sales, but will save many a dollar from that swallower of profit, "Clearance Sale."

The amount of gross profit is found by deducting the cost

of goods sold from the total sales for a certain period. Heretofore the method of finding the cost of goods sold was by taking an inventory of the stock on hand. After the value of the stock was found this amount would be deducted from the sum of the inventory amount at the beginning of the period plus the amount of the goods purchased during the period.

To avoid the work of taking inventory, the following method of learning the approximate cost of goods sold was devised: The average percentage of gross profit is estimated by taking a number of average days' saletickets and figuring the actual cost of the goods sold. This amount is then deducted from the total selling price and the remainder is the gross profit on these sales. Dividing the gross profit by the selling price gives the percentage of gross profit. Knowing your percentage of gross profit you need only deduct that percentage from your sales for a period to leave the cost of goods sold during that period.

It is not always necessary to estimate the percentage of gross profit, for many merchants know what it is from their previous years' business, or by being careful in pricing his stock.

GETTING ACTUAL GROSS PROFIT

To disclose the gross and net profits, the cost of goods sold is transferred from the ledger account on sales to the ledger accounts on merchandise stock and purchases. This leaves a credit balance on the merchandise stock and purchases account which is equal to the inventory on hand; that is, inventory at beginning of period plus purchases made during period less cost of goods sold. The credit balance on the sales account is the gross profit; that is, sales less cost of goods sold.

The gross profit is now transferred from the merchandise sales account to the profit account as a credit, after which the discount earned and any other income, is transferred from their respective ledger accounts to the profit accounts also as creditors. This gives you the total gross profit.

To find the net profit it is necessary to deduct the expenses, in other words, the cost of doing business. This is done by transferring all the expenses from their respective ledger accounts to the profit account as a debit. The credit balance on the balance account is then the net profit.

In reviewing or looking over the figures of your business, it is often helpful to reduce the figures to percentages as it makes a convenient form for comparison, such as percentage of profit, percentage of cost of doing business, percentage of various expenses, etc. If it is desired to learn these percentages, the following formulas may be used:

Net profit divided by total sales equals the percentage of net profit.

Gross profit divided by total sales equals the percentage of gross profit.

Total expense divided by total sales equals percentage of cost of doing business.

Yearly cost of goods sold divided by average inventory of merchandise equals rate of turnover (turnover is the proportion of yearly cost of goods sold to the average cost of stock carried).

Net profit divided by invested capital gives the percentage the business earned on the investment.

Gross profit divided by cost of goods sold equals percentage of markup.

Separate Inventory Slip Suggested for use in Each Department—Inventory form contains columns Enabling Merchant to Indicate “Season” Purchased and thus Locate and Dispose of Slow Selling Goods.

The last four columns each headed "seasons" are supplementary to the general inventory, offering an opportunity of separating by age the different lots of the same goods as indicated by the "Inventory Slips." They show quickly

The "reserve" columns are for goods in warehouses or

and clearly whether or not any goods are sticking on the shelves for too long a period and it is always undesirable and confusing to carry several lots of the same item of stock at the same time, and especially in staples it is very easy for fresh stock to be received and put on the shelves in front of older stock. This is revealed by proper inventory, and the older goods can be brought out for quicker sale.

[illegible]

Salesmanship Is a Means To An End

A. G. Pinard, Promotion Manager, Lowe Bros. Limited, Toronto Tells
Toronto Hardware and Paint Club, that if Other Factors Do Not
Function Properly Salesmanship Will Not.

"The important factors in the success of a business may be grouped under five M's; Men, Money, Merchandise, Markets, and Methods," said Mr. Pinard, in addressing the Toronto Hardware and Paint Club at its December Meeting.

"You may have the best salesman working in your store but if the various factors mentioned are not properly coordinated your business cannot be made a success.

A vivid example of the vital necessity for each department to be self sustaining was given quite recently by a well known business councillor who was engaged to advise a manufacturer regarding the marketing of a new product. "What were your profits last year?" asked the councillor on being told that the manufacturer was prepared to spend \$30,000 in an Advertising campaign. The councillor insisted upon knowing how each department of the business had been conducted and what the sales and profits for each department were. Upon investigation he found that the business as a whole had paid, but that five of the nine departments were actually showing a loss. If conditions changed next year and the four paying departments failed to make the enormous profit necessary to maintain in part and sustain wholly the 5 losing departments the business would be doomed to failure the councillor explained, and the \$30,000 which might have been spent for Advertising would, undoubtedly, have been blamed, whereas the real reason for failure would have had its source in the lack of knowledge concerning the inefficient administration of, each individual department.

Another example was given recently by Bradstreet's, who, after investigating the failure of a large Toronto business man, ascribed the cause to a similar lack of understanding that if the whole business is to be profitable each department must consistently subscribe its ratio of profit.



A. G. PINARD
Promotion Manager,
Lowe Brothers Limited,
Toronto.

A new department had been added to what had hitherto been a profitable business, but extravagant methods in its operation, added to a lack of ordinary business analysis, brought about a cost, or overhead, so enormous that gradually it succeeded in sapping the life's blood of the entire business and failure resulted.

Still another example of a less intricate nature, but because of its simplicity is the more significant, is to be found in the case of a merchant in the north end of Toronto who owed us an amount of less than \$5.00 for over a year. On

being approached for payment he claimed that payment had been made some time ago. Further investigation proved that, due to faultiness in his accounting system, he had overlooked the bill. This system consisted of a wire file on which all incoming invoices were placed. Periodically a cheque was sent in payment of these invoices, which were destroyed immediately the cheque was made out. In other words, if the bill was destroyed, the account had been paid and if the bill still remained on the file he was still obligated for the amount. About 8 months following this experience the merchant failed. Is it any wonder?

These examples serve to expose the germ of disintegration which slowly but steadily undermines, and eventually destroys in hundreds of cases each year, the structure which has been reared at so much cost to the merchant. They also furnish the very best of reasons why, without a proper conception of the relation of the 5 M's to each other, it is rarely possible to achieve success.

Assuming then that the first essential to business success—control—is properly established, we are now in a position to consider "Salesmanship" as one of the most, if not the most, important factor in the attainment of business success.

Salesmanship is the science of Service rendered to the mutual advantage of customer and merchant alike. Please notice, however, that in this definition the term "Customer" is given precedence on the basis of The law of Compensation, and the Science of Service both of which demand that the measure of profit to the merchant must first depend on and be gauged by the measure of Service to the customer. Remember that!

Now ask the first hundred people you meet, "What constitutes a salesman?" and 99 will probably answer "personality". Question them about the term "personality" and you will discover that the many definitions are vague and varied. Dress, voice, characteristic motions, etc. are generally considered necessary to successful salesmanship and are construed as essential components of personality. And so, some of us who are not quite so fortunate as others in possessing such outward appearances and characteristics as height, good looks, figure, magnetic attraction, a pleasing voice, a dominating "personality" etc. might, after reading some courses of Salesmanship, view as hopeless our prospects for success as salesmen.

I hope to encourage those whose thoughts are confused on the subject by pointing out, that in the final analysis your powers of salesmanship as well as your personality, in any sense interpreted, depend alike upon something far more simple and fundamental than the confusion of "laws", "secrets", and "rules" expounded by self-created master salesmen. That something, is your intention or purpose toward your customer.

I know many weak unprepossessing, uneloquent salesmen who have achieved extraordinary success in the face of keen competition by fellow salesmen of much superior "Personality".

Inquiry and investigation showed them to be "deciples of Service" who thru sincere desire and effort to serve, won their way into the hearts and pockets of their prospective customers.



SERVICE



CONFIDENCE



FAIR DEALING



The Paint on
a Pedestal

Solving the Puzzle!

The puzzling feature about Trade Advertising is, that it leads to the conclusion that **all paint propositions are alike in merit**—that they are all “Best.”

Now, we know that it is impossible for **every** proposition to be “Best,” but the question still remains: “Which, of the many, is best?”

It cannot be determined by comparison of the Advertisements. For, while they are more or less written in good faith, they merely represent the announcement of the Manufacturer's individual belief in his product.

There is only one practical way to select from the many good propositions, **the** one outstanding one, and that is to **compare and test** the goods themselves, and to **prove** the efficacy of the Selling Service behind them.

We, therefore, invite you to judge our proposition on this basis **only**. Our representative will wait upon you for this Service.



Lowe Brothers

SAVE THE SURFACE AND YOU SAVE ALL.

PAINTS AND VARNISHES

MADE IN CANADA

Intention and Purpose, however, is one thing, but of itself will not make a successful salesman. To mean well toward a man who is sorely in need of assistance is not sufficient—you must express your intention by act or deed and it is within the four boundries of yourself, your customer, your intention or motive and, your actions, that the secret of selling, if secret there be, is to be found.

To qualify. A clerk speaks and acts kindly to a child whose mother has just entered the store to inquire about a washboard. She buys it leaves the store with the impression that the clerk who was so appreciative of her child and who spoke so nicely, is kind and considerate. She thinks he has personality, and so he has—but *his intention actuated his actions* hence it is clear that what you do is the product of what you think, and as applied to salesmanship at least, cannot be reversed. If this be true, your personality then, evidenced in your outward personal characteristics, must be the measure of your thought or intention. All things being equal, if you think kindly of a person you must act kindly towards them. If you desire sincerely to serve the interests of a prospect, all things being equal, your actions will be colored by your thoughts and the impression made will be one of confidence in you and, thru you, your organization.

It can be set down as a general principle that the most important element in Salesmanship is your attitude toward your customer. Your attitude determines whether or not your prospect is to be customer or victim. To approach a prospect with a view to determining your power to influence her against her natural inclination is to victimize that prospect. On the other hand, to approach her with the sincere desire to be of service, to seek to understand her requirements and to assist her satisfactorily and economically to provide for those requirements, is to win for your business a permanent customer.

It is not my intention to discount the importance of such attributes as dress, courtesy, cleanliness, etc., but I hold that a man who is naturally unkempt and unclean is in greater need of a course in hygiene than of Salesmanship. Such matters of personal appearance have to do with the inherent qualities of the individual, all of which must, to some extent, determine his success or failure in any vocation whether it be salesmanship or bookkeeping. At the same time I submit that all of these characteristics are not essential to a Hardware Salesman—environment having much to do with the point at issue. One expects to see a banker immaculately dressed and beyond reproach in respect of his detailed appearance, but one does not look for a manicured Hardware clerk, he must be in keeping with his surroundings and it is inconceivable that he can fill oil-cans, weigh nails, wrap Black Lead, etc. without having soiled collar and hands. A spot of grease on your collar, or dirty hands are rarely, if ever, responsible for the loss of a sale in a Hardware Store, but your attitude toward your customer and your actions invariably are.

A Chicago Departmental Store recently checked the number of people who entered the store and compared the figures with the number of sales made on that occasion. Of 200,000 possible buyers only 90,000 made purchases, which showed that the store was only 45% efficient in salesmanship. Even assuming that many of the 200,000 had no intention of buying, they were most certainly lead there thru curiosity and some salesman, or salesmen, had a wonderful opportunity to serve them.

In principle there is very little difference between the retail and the manufacturing business. What difference there is lies in details of method and of type of customer. If one has an advantage, however, it is the Retail Merchant, who need not leave his store, under usual circumstances,

to seek sales, but rather, is sought out by his customers. Selling by the manufacturer is infinitely more difficult having not only to sell under difficult conditions, but to seek out his prospects over a vast territory. Yet, the manufacturing industry as a whole is very successful in the results of the sales principles. And, I would suggest that Retail Merchants can learn a lot from the Manufacturer's methods. It is here that one of the most important terms in the Commercial Vocabulary—CO-OPERATION—should be given prominence.

If our intention towards our customer is sincere then it naturally follows that every means at our disposal for serving our prospective customer should be utilized. Knowledge of our products, arrangement of our stock, our window displays and Advertising are other important considerations in the scheme of selling. All of these details have been studied and condensed by the various manufacturers who serve you and you will find them, I believe, always willing, in fact eager, to communicate to you the results of a tedious and expensive research into the best ways and means of assisting sales. Therefore, we urge you to co-operate with the manufacturers, to read and assimilate all the literature that you can pertaining to your interests. Such periodicals as "Hardware & Accessories" contain a fund of information which, if you are to be a successful salesman, or a success of any kind in the hardware business, it is necessary to have.

Study such easy courtesies as offering to the prospective customer who comes into your store on a summer's day, hot and tired, a glass of water and a fan. In most cases they will likely be refused but such an act of courtesy is of inestimable value to you. If some one asks you for a can of floor paint use your imagination and try to dig below the surface. Try to realize that a can of floor paint as such, has no value to your customer. Try to see in it instead of 60c worth of paint, an incalculable amount of cheer, comfort, less drudgery, ease and happiness. And so, with each product you sell—each one has a picture story attached to it. If you can visualize it, then you have established a personal point of contact with your customer's interest and a sympathy with her problems. Such is the attitude which assures the greatest success in selling. Sales are made in the customer's mind. It is entirely a mental process that calls for the highest type of commercial relationship.

In conclusion, remember that the measure of compensation is gauged by the measure of service rendered, and your compensation for one satisfactory service is a permanent customer. Above all, remember that your customers are your meal-tickets, they pay for your street-car fares, your vacations, your pleasures and your luxuries. And, remembering this, treat them as they deserve to be treated. Lastly, remember that "personality" is but an outward expression of something within you called by some "the mind," by others "the soul." It matters not what it is called, the fact remains that if you look to your feelings, or intention, or purpose in respect of your relation to your customers and seek to improve it, your personality, actions and success will take care of themselves."

THERE WAS—BUT IS'NT

There was a man who fancied,
By driving good and fast,
He could get his car across the track
Before the train came past.

He would miss the engine by an inch
And make the train crew sore.
There was a man who fancied this,
But—there isn't any more!



"Save the surface and
you save all" *Paint & Varnish*

The Seven

Floglaze

lines are

Exterior Finishes
Home and Farm Finishes
Art Shades
Velvet Finishes
Porch and Veranda Floors
Lac Shades
Auto Finishes

Floglaze
The Finish That Endures

What About the Dollars on Your Shelves?

Why be so careful to lock up a small amount of cash in your safe each night—and forget that big amount of money on your shelves?

You cannot put all of your paints in your safe at night, but you *can* safe-guard your profits for the future by investing in Floglaze—"The Finish that Endures."

Your business is being robbed of good working dollars and cents each day, owing to the multiplicity of lines which you are at present stocking.

Floglaze means concentration, smaller investment, bigger and better turnover.

Our dealer's booklet, "A Guide to Larger Profits," describes Floglaze fully. Write us for this book.

"Make 1923 your greatest Paint and Varnish year."



THE
IMPERIAL VARNISH & COLOR CO.
HEAD OFFICE **TORONTO** CANADA LIMITED
MONTREAL **WINNIPEG** **VANCOUVER**

Eastern Distributors:
PAINT & VARNISH
LIMITED
MONTREAL
243 Beaver Hall Hill

*Sole Distributors for Manitoba,
Saskatchewan and Alberta*
MILLER-MORSE HARDWARE CO.
LIMITED
"THE BIG WINNIPEG HOUSE"

Distributors for British Columbia
THE **SHORE-WALLACE CO.**
LIMITED
155 PENDER STREET WEST,
VANCOUVER

Save the surface Section

Paint Specialties Are Seasonable

Some Practical Suggestions to Pass on to Customers.

THERE are suggestions for at least a dozen good ads in an article entitled "New Furniture for Old," recently published and which reads as follows:

One valuable lesson from the war which should not be forgotten in times of peace is that of "making something out of nothing." Very frequently the basis of this new article was formerly a waste product. For example the use of shells of fruit pits to make carbon for gas masks.

Let us apply this lesson to the home. Every woman has a natural love of beauty.

In a great many homes will be found old pieces of furniture made of beautiful grained wood and of good lines which have been discarded and put away in the attic; also some of which are still in use but badly marred. By means of some time and a small expenditure of money, surprising results can be obtained in the way of redressing the old furniture. It requires patience and if done with care will be very much worth while. Careless work, of course, will mean poor results.

Charming bedroom sets can be made by color enameling a few odd pieces. Take an old wooden bed; a dresser with old brass handles, and pieces of glued carving; an odd chair or two; a wash-stand and a mirror, and you are ready to wave the fairy wand and make the transformation. If the bedstead is too high, cut it off. Remove the brass handles from the dresser. Substitute good looking plain ones or fill one hole with plaster paris and put a wooden knob in the other. Pull off the loose carving, and if the frame which holds the mirror has such impossible lines as you frequently see, remove that, too, and simply hang the mirror on the wall. If the side pieces are removed from the washstand and a mirror hung above it, it will make a very good looking dressing table.

Now comes the enameling process. The furniture will need several coats of flat paint first, three if a white or light ivory finish is desired, but only two if the color is to be a darker ivory or gray. Each coat should be allowed to dry thoroughly, and then be rubbed smooth. Then apply two coats of white enamel, being careful not to put the paint on so thickly that it runs or dries in blisters. There is a wide range of decorative possibilities with a set of this kind. For trimming, use either a harmonizing or contrasting color of enamel, but do not use it in large quantities. On the dresser use it on the knobs, and outline the panels on the drawers and sides with a fine line of it.

In a bedroom finish in this way, use pretty cretonne curtains at the window. If you do block printing or stenciling, make curtains, bedspread, and dresser scarf, and use your same color scheme. Be careful in your choice of color. If you are not an expert with color do not try any daring color schemes. Gray or ivory enamel makes a good background to work on because either one permits the use of a variety of colors in combination. Gray and rose is always good; gray and black good if the black is not used in too large quantities; gray and blue may also

be used. Ivory and brown; ivory and black; or ivory with certain shades of blue and green are good. Enamel furniture is also good for porches, sun parlors, and may be used very effectively in dining rooms by looking through colored catalogs or visiting a furniture store and taking notes.

Some of your furniture may be made of such lovely wood you do not care to cover it up. If you are willing to spend enough time and labor you can do it over with a waxed or varnished finish. This time you must entirely remove the old finish and that is not easy. There are a variety of commercial varnish removers on the market. A cabinet scraper and mineral wool will then remove the softened varnish.

The ease with which the finish comes off depends a great deal upon the number of coats.

Before working with woods, a little word of explanation about the difference in some of them would be well. Some, as bird's-eye maple, cherry and sycamore, are close grained and others, as oak, mahogany and walnut, are open grained and require a filler, regardless of whether surface is to be waxed or varnished. Removing that finish will also remove the filler, so it is necessary to use a filler again. The paste filler may be plain or contain any preferred stain. The use of an oil or water stain is not recommended on old furniture, as it gives uneven results. Thin it with turpentine sufficiently to put it on with a brush. Let it stand about five minutes or until it looks dry. Rub off the excess across the grain with cheese cloth.

The wood is now ready to be waxed or varnished.

A wax finish may be made in two ways: The wax applied without further work or shellac applied first. Shellac should be put on very carefully, not too thick, and rubbed down with mineral wool after it has thoroughly dried. The wax should be applied with cheese cloth, allowed to dry about twenty minutes and then polished. Two will be sufficient.

For a varnish finish, apply shellac as for the wax finish. Use orange shellac for dark woods and white shellac for light. Shellac acts as a sealer and keeps the varnish from being absorbed by the wood. Then apply at least two coats of good floor varnish, rubbing with mineral wool after each one has dried. After the final coat, polish with cheese cloth, or felt, using fine pumice stone mixed with linseed oil to make a paste.

A very good looking flat finish may be made by rubbing down each coat of varnish or shellac very thoroughly after it has dried. No waxing will be necessarily. Varnish stains are used frequently. Use a plain paste filler first, if filler is necessary. Apply coating of shellac as in varnishing. Use varnish stain instead of varnish. This makes a very satisfactory finish for old furniture or woodwork.

A few general suggestions may be well. Work in clean place so that lint and dust will not settle or dry in your paint. Paint brushes can be cleaned with turpentine. Shellac and varnish brushes with wood alcohol.





1923

Should Be A Big Paint Year

Prominent paint manufacturers and jobbers say the outlook for a big trade in paint this year is exceedingly good. A huge paint business is anticipated during 1923.

This Means More Brush Sales

If more paint is sold during 1923 than during 1922, more brushes should also be sold during the new year.

Get Your Share of This Business

by displaying Meakins Brushes well during 1923. We will help you do this and co-operate with you by supplying display boxes, etc.

Why You Should Sell Meakins Brushes

Because you owe it to your customers to sell brushes that will stand up under hard use—as Meakins brushes will—brushes that are designed and made right.

You owe it to yourself to sell a line of brushes that are well known throughout Canada as a result of over 70 years of consistent selling effort and publicity.

Other Goods Manufactured By Us

embodying the same high quality of both materials and workmanship as in our brushes, are: Woodenware, Mops, Cocoa Door Mats, Baskets, etc. Our Apple Pickers Basket is shown here, they being in stock at our London warehouse only.

Write for our complete catalogue or prices.

Meakins & Sons, Limited

Hamilton - Ontario

Warehouses at— Montreal Toronto London Wfnnipeg
Calgary Vancouver Liverpool, (Eng.)



Hardware And Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

NEW TOOL BOOK

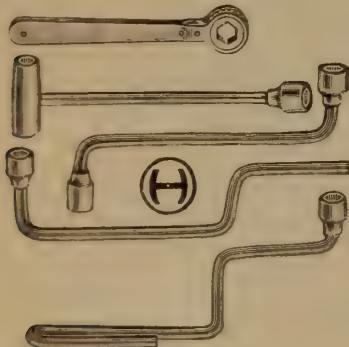
J. H. Williams & Co., Limited, of St. Catharines, have ready for distribution a new and complete export catalog, showing their lines of superior drop-forged specialties. These include hand hammers of all kinds—nail, machinists, tinners, riveting, plow, blacksmiths—and the following wrenches: stillson (wood and steel handle patterns), screw or monkey wrenches (3 patterns), automobile and bicycle wrenches and adjustable "S" wrenches.

The book is well illustrated and gives full particulars of all the above goods—dimensions and list prices.

J. H. Williams & Co., Limited, is the Canadian branch of J. H. Williams & Co., Brooklyn, manufacturers of drop-forged wrenches and machinists' tools, including the "Agrippa" and "Vulcan" brands.

HINSDALE TOOL SET

A special set of wrench tools for Ford car owners is produced by the Hinsdale Mfg. Co., of which George P. Reuhl, 275 King Street East, is Canadian representative. This set consists of wrenches with opening sizes from $\frac{1}{2}$ to $\frac{3}{4}$ inch and will fit



the nuts on connecting rods, crankshaft bearings, radius rods, ball joint, lamp bracket, steering gear post, brake shoe support, rear axle housing, lower crankcase cover, cylinder head bolts, differential drive case, drive shaft, roller bearing, flywheel cap screw, etc.

WEED BUMPERS FOR FORDS

The Dominion Chain Co., Niagara Falls, Ont., are offering the trade safety bumpers for Ford cars made from $1\frac{3}{4}$ inch spring steel, hardened in oil and tempered. Their design, in the form of a double loop, will enable the car to withstand a heavy shock and prevent other bumpers from damaging the radiator. Weed bumpers fit all models of Ford cars, either front or rear, and do not interfere with shock absorbers or working parts.

KENDELL PISTON RINGS

Kendell Piston Rings embody a number of scientific and mechanical features that are arousing considerable interest among the trade. They are of two-piece construction, an inner or expansion ring and an outer or packing ring. A special analysis iron being used, which after having been thoroughly seasoned is further improved by a special returning process on the expansion ring, producing what is termed an "even-radius" type ring, having equiradial expansion every thirty degrees on the entire circle, all points having equal pressure. This is especially beneficial in slightly out-of-round cylinders. A non-clogging oil wiper is also provided in this section of the ring.

The outer or packing section of the ring is of softer non-resilient iron, being turned with an inner surface on



a 55-degree angle, the expansion ring having an externally inclined face of the same angularity, thereby relieving groove pressure and increasing pressure on the circumference, lengthening the life of the expansion ring. This has also proven to be a non-carboning feature.

All draw-backs such as deepening of ring grooves, drilling of pistons, oil regulations, springs, pins or other objectional features have been eliminated. This ring is also backed up by the manufacturer with an absolute money-back guarantee. For further details write Kendell Engineering Corporation, Fort Wayne, Indiana.

BOECKH'S NEW PASTRY BRUSH

The Boeckh Co., Ltd., Toronto, are introducing a rubber-set pastry brush made of white bristles, and in three sizes, with the word "pastry" stamped on the handle. It is a useful article for household and kitchen use, especially for greasing cake pans or pie tins and also for spreading white of egg on pastry. These pastry brushes are similar to a flat varnish brush.

NEW COASTER WAGONS

The Canadian Buffalo Sled Co., Ltd., Preston, Ont., have introduced two new coasters to their line of auto-wheel wagons for boys. No. 50 is for heavy duty with 10-inch steel disc wheels, caged roller bearings and extra heavy bolsters, the body being 24 x 40 inches. The all-steel Bolster wagon is being made in five standard sizes, the smallest being 12 x 30 inch with 8 inch wheel. All have caged bearings and supplied with steel or rubber tires as desired. The steel construction makes the wagon very strong. It can be set up in a few minutes, there being only seven bolts to fasten. It is stripped with the bolsters rivetted to the axles, thus reducing the cost of setting up.

NEVER-FAIL ELECTRIC INCUBATORS

Collins Never-fail Products, Ltd., Hamilton, who recently introduced the Never-fail Electric Incubator in two sizes, model 158 having capacity of 252 eggs, and model 159 with 60 eggs capacity, fitted for use on 110 to 115 volt alternating current, claim that electrically hatched chicks come out much stronger than when hatched on oil machines and have about one week's start in growth. The Electric Incubator provides even heat, gives out no fumes, is clean to handle, is easily regulated, is durable, and is easily regulated for the proper amount of moisture.

DOUBLE LIFE WINDOW SCREENS


The Burrowes Manufacturing Co., 607 King Street West, Toronto, are offering the trade their all-metal interchangeable, electrically welded and double enamelled window screens, making the claim that they resist weather conditions much better than wooden screens, besides having many other advantages. They are made in a full range of sizes and should have a large sale this year.

NEW COUPON PLAN STARTED

The Aluminum Goods Mfg. Co., Manitowoc, Wis., makers of Mirro Aluminum, have inaugurated a new merchandising plan for use in connection with the sale of its one and a half quart Mirro special saucepan. The plan provides for supplying coupons bearing the merchant's name, which he may distribute to consumers entitling them to purchase a special saucepan at a reduced price.

Canadian Distributors—The Mullard Radiovalve Company, Limited, England.

CONDENSERS
GRID LEAKS
RESISTANCE
HEADPHONES

FAMOUS  BRITISH MADE

DETECTOR VALVES
AMPLIFIERS
POWER TUBES
RECTIFYING VALVES

"ORA" Receiving Valves.
"BUNGALOW" Units, Complete Receiving Sets.
BURGESS "B" BATTERIES, all voltages.

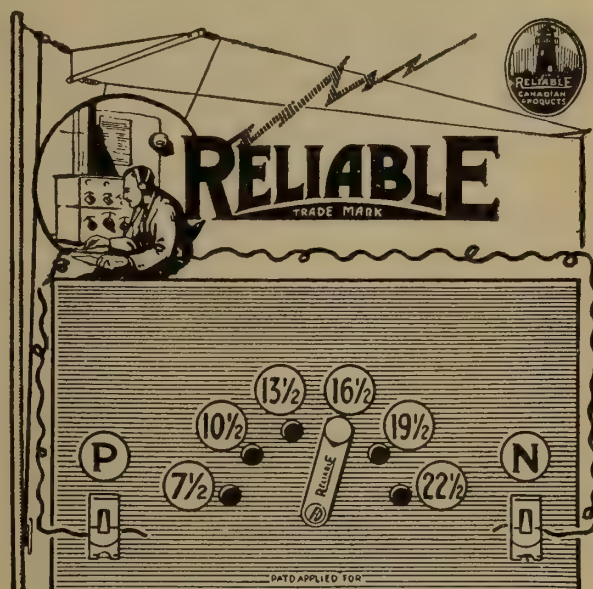
DICTOGRAPH LOUD SPEAKERS, the finest ever, price \$27.50
RADIO TRANSMISSION SETS.

MULLARD VALVES — NOISELESS — ECONOMICAL — EFFICIENT — ONCE USED ALWAYS PREFERRED

POWLEY & MOODY, LIMITED
TORONTO — CANADA

510 Hastings St. W., Vancouver, B.C. 826 Tegler Bldg., Edmonton, Alta. 214 C.P.R. Bldg., Saskatoon, Sask. 304 Guarantee Bldg., Montreal, Que.

Complete Line of
Wholesale Radio Supplies
WHOLESALE DEALERS ONLY
TORONTO RADIO COMPANY
147 Victoria Street, TORONTO



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by
The Dominion Battery Co., Limited
Toronto - Montreal - Winnipeg - Calgary - Vancouver



WRITE FOR PRICES ON SUPERIOR MACHINISTS VISES

These vises are of correct design and are strongly constructed.

They are very rigid and can be used and depended upon for all accurate work. Various sizes are made, from 3" to 6" Jaw.

We also make other types of vises, both Bench and Machine, Bench Grinders, Small Air Compressors and Saw Mandrels. Write us direct or to our representatives—

A.G. & A.L. BROWN CO., MONTREAL and
DAVID PHILIP, WINNIPEG

SUPERIOR MACHINERY CO., Limited
51 York St., London, Ont.

THE LATEST DEVELOPMENT IN WRENCHES

"IT CAN'T LET GO UNTIL YOU LET IT"

Drop forged hardened steel, highly polished all over.
A FAST SELLER
Makes an instant appeal to mechanics and auto owners and sells on sight.



Can be used as a wrench or pliers and will do work no other wrench will do.

PRICES REDUCED
Send a trial order today.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH COMPANY, 2 Medbury Lane, Windsor, Ont.

ESTABLISHING CHAIN STORES

J. Walton Peart, one of the founders and former vice-president of the Ontario Retail Hardware Association, and who returned a year ago to Ontario from Regina, where he had been associated with Peart Bros. Hardware Company for about a dozen years, has become president of the reorganized St. Mary's Hardware, Limited, St. Mary's, Ont. W. H. Bartlett, a member of the executive of the O. R. H. Association, is vice-president, and Wm. R. Can, secretary-treasurer.

In addition to the store at St. Mary's, managed by Mr. Bartlett, the company operates the Woodstock Hardware, under the management of Mr. Carr, and will conduct the Ingersoll Hardware under the management of Emerson Knowles, now with St. Mary's Hardware. Other branches will be added later to be managed by men financially interested in the head company so that each branch will be practically an independent store.

The store at Ingersoll, formerly occupied by D. N. Flanders, has been fitted out with handsome new fixtures and equipment.

Mr. Peart has also been elected president of the St. Mary's Wood Specialty Co., Limited, manufacturers of hockey sticks, baseball bats and similar lines.

COWAN'S FINE, NEW STORE

The opening of a \$100,000 retail hardware store—one of the finest of its kind in Canada—marked the fifty-eighth anniversary of the inauguration of Cowan Hardware, Limited (formerly Cowan & Wright), of London, in December. The new structure, which replaces the building burned last January, is a five-storey fireproof structure of concrete, shale brick and marble, built on a steel frame with steel stairways, metallic ceilings and hardwood finish, with the best display cases procurable.

Three floors of the building are devoted to selling purposes—the two top floors being reserved for storage. A mezzanine floor contains the telephone exchange and the cashiers' headquarters.

It is interesting to glance back over 58 years of business history to the pioneer hardware store, whose stock consisted principally of iron, steel rails, co-operate supplies and carriage parts—most of which was purchased in England—to the palatial proportions and equipment of the present-day hardware establishment with its extensive and elaborate stock. As the Cowan business grew its executives began to rely more and more upon the industry and products of their own country until to-day very little stock is imported—Cowan's buy almost entirely in Canada.

It is interesting, too, to note that the pioneer firm of Cowan & Wright formed the nucleus of three substantial London companies—Cowan Hardware, Limited, James Cowan & Co., wholesale carriage and blacksmith supplies (a distinct company from Cowan Hardware), and the James Wright Company.

HARDWARE CLUB ELECTS OFFICERS

The Toronto Retail Hardware and Paint Club held its annual meeting on Tuesday, January 9, the chief business being the election of officers for 1923. President H. N. Joy made his report of the past year reviewing the various educational meetings addressed by speakers on trade subjects and other activities, such as the annual picnic and the participation of the club in the "Clean Up and Paint Up" campaign in May, 1922. The trade papers were warmly commended by Mr. Joy for their support given to the new organization.

A general desire was expressed that Mr. Joy continue as president for another year, but he stated his preference to having the honors passed around and withdrew his name in favor of Vice-President Jackson. The officers chosen for 1923 were as follows:

President, Frank R. Jackson, 1592 Queen St. East.

Vice-president, J. W. Peacock, 1026 Queen West.

Secretary, R. P. Freek, 655 Yonge St.

Treasurer, Arthur H. Lake, 608 Queen St. West.

Executive Committee: H. N. Joy, 2894 Dundas St. West; John Caslor, 628 Queen West; J. E. Boyd, 215 Danforth Ave.; M. Phillips, 686 Bloor West; W. V. Pritchard, 469 Danforth Ave.

As the next meeting date conflicted with the Ontario Retail Hardware Convention, it was decided to hold the next meeting at the Florence Hotel, King Street West, on Tuesday, February 6.

Following the election the matter of jobbers selling to consumers was further discussed, one Toronto dealer telling of being in a hardware jobbing house during the past week and seeing a plane, a snow shovel and a hockey stick sold to three retail customers.

Secretary MacPherson, of the provincial association, told of interviewing the same jobber regarding retail sales he saw made over their counter and of their assurance given him that they were trying to curtail retail sales and only sold to consumers when orders were presented from retail customers and then only at an advance over the jobbers prices. In Mr. MacPherson's opinion at least a fifty per cent. advance should be made by jobbers when goods are sold to consumers.

J. W. Peacock questioned the statement that the jobbers were trying to stop selling to consumers. "This was a common complaint when we organized the Ontario Retail Hardware Association seventeen years ago," he said, "but they are still doing it and still claim they are trying to stop it."

President Joy pointed out the only remedy was strength of numbers and when the retail hardwaremen got together sufficiently strong and realized their rights and power, these evils could be corrected, instead of having only 80 members the Toronto Retail Hardware and Paint Club ought to have 180 and the retailers would find it would be money in pocket to close their stores in the evenings and take identified.

more interest in the association work. "They must rely upon themselves," he said, "as the co-operation of the travellers could not be looked for in trade organizations. It has been history of trade associations that the jobbers and travellers would oppose organization until the association became sufficiently strong to make the influence of its membership felt on the trade."

Secretary MacPherson stated that the matter of jobbers selling to consumers would be a live topic for discussion at the Ontario Convention in Toronto in February, and Toronto hardwaremen should attend the meetings regularly beginning with the Tuesday morning session. He also urged that as many as possible attend with their wives the association banquet on St. Valentine's Day, Wednesday, February 14, at the King Edward Hotel, when a splendid program and menu would be provided, the chief feature of the program being an address by Frank Stockdale on "The Golden Rule in Business."

President Jackson was installed as presiding officer and stated that one of the topics for discussion at the next meeting would be the arrangements for the spring paint campaign and the plans for putting on another "Clean Up and Paint Up" campaign next May.

TORONTO HAS 25,000 RADIO SETS

"We estimate there are twenty-five thousand radio receiving sets in Toronto now," declared R. Weese, chairman of a luncheon of representatives of large radio manufacturers and distributors at Toronto on January 5, representing a total invested capital of seven millions of dollars in Canada.

The meeting was called in connection with a movement which is now under way to form a trade association. The objects of the proposed association are largely altruistic, one of the chief aims being to give support to everything which will aid in the production of dependable apparatus. There was a lot of useless material foisted on the public last spring when the whole continent first awoke to the possibilities of radio entertainment. The proposed association would use its influence to have only reliable sets and parts put on the market.

According to sentiment generally expressed by those present, the manufacture and distribution of radio will in the very near future develop into one of the outstanding Canadian industries, in point of commercial importance. It has already become a utility that, it was felt, the public would not sacrifice under any circumstances.

ASK HIGHER PEDDLERS' LICENSES

Peddlers' licenses in Quebec may be increased from \$40 a year to \$500 for those who travel afoot and to \$1,000 for those who travel with horse and rig. They may be required to take out a license for each judicial district in which they wish to do business, and may have to have a photograph on their license, so they can easily be identified.

The Best Pump At The Right Price

When they ask for that, can you give it to them—can you sell them a pump that will prove by long years of good service that it is the best pump at the right price?

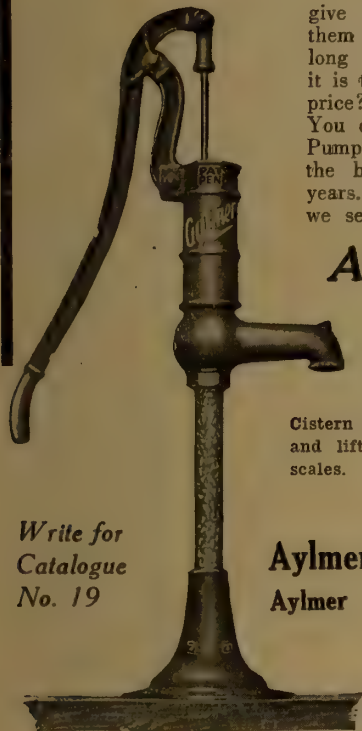
You can if you sell an Aylmer Pump. We have been making the best pumps for thirty-five years. We guarantee every pump we sell.

Aylmer Pumps

Cistern pumps, pump jacks, force and lift pumps, windmill pumps, scales.

Write for
Catalogue
No. 19

Aylmer Pump & Scale Co.
Aylmer - Ontario



HERCULES SASH CORD

Made in Canada and
used with complete
satisfaction through-
out the Dominion for
over twenty - five
years. - - -

On the Ocean Front

Fireproof

The Breakers ATLANTIC CITY, N. J.



Comfortable, airy bed-rooms. Luxurious lobbies with spacious verandas and sun-parlors overlooking the ocean. Hot and cold running sea water in all baths. An ideal sojourn for those seeking rest or recreation. Evening concerts. Dancing.

Reduced Winter Rates

AMERICAN AND EUROPEAN PLANS

New Golf Club Privileges

Fireproof Garage

JOEL HILLMAN, Proprietor

E. M. DICKINSON'S

CARVERS
CASED GOODS
TABLE CUTLERY



BUTCHERS'
HUNTING &
POCKET KNIVES

CUTLERY.

ANVILS
HENRY BOKER BITS
MANUFACTURER
OF
ARROW BRAND
REGISTERED TRADE MARK
HARDWARE
SPECIALITIES OF ALL DESCRIPTIONS
Pliers Vices

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ALBERTA

Calgary—E. G. Paddon, hardware, is reported to be selling out.

Calgary—The Marshall - Bevers Hardware Co., Ltd., has been reorganized and will in future be known as the Marshall Hardware Co., Ltd. Fred Marshall will continue as manager of the business, while Mr. Bevers has retired. The store on First Street is being closed and the stock amalgamated with that of the Main Street store.

Calgary—T. E. Yull, for the past four years manager of the Calgary branch of J. H. Ashdown Hardware Co., Ltd., has resigned and has been succeeded by H. G. Morrison.

Kronan—Thos. Leask has succeeded Fred Schneider, hardware.

Red Deer—McPherson Bros. have sold their hardware business to J. McLarty of MacLeod, Alta.

Rembey—K. H. Ranton, hardware, suffered fire loss.

BRITISH COLUMBIA

Vancouver—New officers of the Vancouver Retail Merchants' Association have been elected as follows: E. R. McTaggart, president, H. B. Neilson, first vice-president; L. G. Henderson, second vice-president; Geo. Hunter, treasurer; Geo. H. Jarman, honorary secretary.

MARITIME PROVINCES

Sussex, N.B.—A three-storey building containing the store and living quarters of Walter S. Fairweather, hardware merchant, was destroyed by fire at a loss of about \$30,000.

MANITOBA

Winnipeg—The Western Steel Products, Limited, have made arrangements to sell the products of the Metal Shingle & Siding Co., of Preston and Montreal, in Western Canada.

ONTARIO

Capreol—A hardware store has been opened here by T. E. Torrance, who desires catalogs from manufacturers and wholesalers.

Collingwood—The Canadian Postel Lock-Nut & Bolt Co., Ltd., has been incorporated with \$200,000 capital to manufacture bolts, nuts, screws and rivets, etc.

Deseronto—Clapperton's Ltd., formerly of Toronto, who have combined with the Quinte Manufacturing Co., are taking over the Hardwoods plant, which will be remodeled to suit their requirements.

Goderich—Chas. C. Lee, hardware, suffered fire loss.

Haileybury—The Reilly - Allard Hardware Co. desires manufacturers' and jobbers' catalogs on general hardware lines. This firm's store was destroyed by fire in October.

Hamilton—The Petrie Manufacturers of the "Magnet eparator" and the Gurney Scale Co., have merged. The

new company will do business under the name of the Petrie-Gurney Company, and will be headed by J. P. Steedman, president of the Gurney Scale Company.

Hamilton—A branch store has been opened by Fred. C. Jelfs at 269 Kenilworth Avenue, under the management of A. C. Ford.

Hamilton—Ideal Plumbing and Hardware has begun business at 306 James Street North.

Hamilton—Dawson Hardware has opened a store at 1199 Main Street East.

Hamilton—The Canadian Emery Wheel Co. has been purchased by the Lyon Emery Wheel Co., of Brockville, Ont.

St. Catharines—Pilkington Brothers (Canada), Ltd., has been incorporated with a capital of \$2,500,00 to take over the business formerly known as Pilkington Brothers, Ltd., manufacturers of glass, etc.

Sturgeon Falls—Fire destroyed the store of Fortier and Beauchesne, hardware.

Sudbury—The retail hardware firm of Purvis Bros., Ltd., have sold their business to J. F. Prier & Son of Sturgeon Falls, Ont. This store was the oldest hardware business in Sudbury, being established in 1889 by James Purvis, who is now retiring.

Toronto—L. D. Campbell, vice-president of B. & S. H. Thompson Co. of Montreal has arrived in Toronto to manage the local sales office.

Toronto—Sidney J. Gibson has opened a plumbing and hardware business at 684 Pape Avenue.

Toronto—Trelford Paint & Varnish Co., Ltd., has been incorporated at \$100,000 capital to make and deal in paints, colors, etc.

Toronto—The wholesale hardware firm of D. H. Howden & Co., will enlarge their Toronto premises, as the building in which they are now located is too small as a result of the growth in their business.

Toronto—W. F. MacKie has opened a retail hardware store at 686 St. Clair Avenue. Mr. MacKie was formerly with the Sheet Metal Products Co.

Toronto—Provincial Sheet Metal and Specialty Co., Ltd., has been incorporated with \$100,000 capital to make metal articles.

Toronto—A Toronto office is being opened by the Manufacturers Canadian Service, Ltd., Montreal, at 1209 King Street West. R. W. Somerville, who is in charge of the new branch, was formerly sales manager of the Russell Gear and Machine Co., Toronto.

Welland—A statement has been issued by Lynn B. Spencer of the Kling Cutlery Co., New York City, to the effect that arrangements are practically completed for the removal of their plant from New York City to Welland, Ont.

Westport—T. G. Butler, hardware and tinsmith, has suffered fire loss.

Windsor—The 'death of Calvin S. Laird, of Laird & Laird, Ltd., is announced.

QUEBEC

Montreal—Warnecke & Co., manufacturer's agents, with an office at 542 Canada Cement Building, announce they will represent manufacturers of enamel ware in Sweden and Czechoslovakia. Brillio Mfg. Co., Brooklyn, Grossman Mfg. Co., Chicago and Monarch Aluminumware Co., Cleveland.

Montreal—J. E. Fauteux has opened a hardware store at 259 Bleury St., under the name of the Bleury Hardware store.

Montreal—J. E. Leduc, hardware retailer, suffered fire loss.

Montreal—Adcock & Co. are now Canadian representatives of the Lyman Gun Sight Corp., Middlefield, Conn.

Montreal—Omer de Serres, hardware merchant, has incorporated his company.

Montreal—A firm of manufacturer's agent has been formed by W. F. C. Turnbull, formerly with the Delaney & Pettit Company and James C. Campbell, formerly with the Acme Can Company. They have an office at 80 St. Francois Street and are representing a number of prominent British manufacturers.

Terrebonne—J. B. Gauthier, hardware merchant, fire loss.

SASKATCHEWAN

Bresaylor—E. E. Mack has succeeded A. G. Pothier, hardware.

Grayson—C. Schram has succeeded Schram Bros., hardware.

Regina—W. A. Ivers is opening a hardware store.

Regina—Arrangements are practically completed for the sale of the Capital Hardware Store to C. A. Darke. The selling price is in the neighborhood of \$16,000.

Viscount—J. W. Hill has withdrawn from the retail hardware firm of Hill & Wagner Bros., and has bought the business of Peck & Meen.

Tompkins—J. H. Nelson has bought the Parkinson Hardware.

Woodrow—A. Campbell of Shanmore, Alta. has purchased the hardware business of S. C. Wright & Son.

MOVING TO ORILLIA

The Sheet Metal Tools & Hardware Co., 1191 Bathurst Street, Toronto, are moving to Orillia in January. They will be in their new quarters and ready to start business again the first or second week in February.

MANUFACTURERS CATALOGS WANTED

Editor Hardware and Accessories:

We had the misfortune to lose our entire store and stock and fixtures by fire on the 18th, at which time we lost all of our catalogs, and we would like manufacturers to mail us their catalogs.

We have started up in temporary quarters until such time as we can rebuild.

Saskatoon Hardware Co., Ltd.,
J. L. S. Hutchinson.

HARDWARE MARKET SITUATION

Much strength has developed in the hardware trade since the setting in of the cold weather. Retailers report very good business during December, both in seasonable winter lines and in holiday goods.

The past Christmas season was one of the most profitable in recent years. The public generally is coming to regard the purchasing of practical gifts at Christmas time as a good proposition. As a consequence a great number of home necessities were purchased during the past month. This applies more particularly to electrical housework savers and sporting goods. One retail sporting goods house in Toronto reports Christmas sales \$10,000 in advance over last year. In the former class—electrical goods—purchases ran to electric washers, vacuum cleaners and other housekeeping necessities.

The market tendency is firmer, goods are more free in delivery. There is not the accumulation of orders as prevailed some months ago, production getting back to a more normal basis.

The building trades are busier than at any period since the Armistice, and costs are going up. On the other hand, real estate is coming down to a more sane basis.

The year 1923 is opening with better prospects than for the past three years, at any rate, and it is expected that with normality reached a period of prosperity in store for Canadian business men. European conditions may upset these calculations, but this side of the ocean the stage is set for progress and better business.

The number of price changes is not so great as at last report, the Christmas season and sales staff conventions being responsible for this. January will show some readjustments in market prices, but as seen at present all the tendency is toward firmer quotations.

Here are some of the changes of the past month:

ADVANCES

Cobbler Sets—Advanced from \$11.25 to \$12.50 a dozen sets.

Spades, Shovels and Scoops—Higher by lowering discount from 5 to 50 per cent.

Barn and parlor hangers—Advance on some makes. Atlas No. 0 is now \$15.25 a dozen; No. 1, \$16.95; No. 2, \$18.05; Stearns, 4 inch, \$13.55; Perfect, No. 1, \$20.85.

Flatware—An advance of five per cent. has been made on Community Plate flatware.

Window Glass—The discount on imported glass is now 7½ per cent. instead of 60 per cent.

Rosin—Higher by 50 cents a hundredweight.

Galvanized Wire—Higher by ten cents. No. 9 is now at \$4.05 and No. 12 at \$4.20.

Sash Weights—Advanced 25 cents a hundredweight for sectional and 40 cents a hundredweight for solid.

Barbed Wire—Now at \$4.10, base.

Coiled Spring Wire—Up 10 cents to \$4.10 for No. 9 gauge.

Paraffine Oil—Higher by two and a half cents a gallon.

Door Sets—Advances noted on cheaper grades of sets.

Knife-handled Wrenches—Higher by lowering discounts. Coe's wrenches are now at 30 off, and W. & B. at 37½ per cent.

Asbestos Products—Advanced by reducing discounts ten points.

Linseed Oil—Higher by five cents a gallon.

Brooms—Household corn brooms are higher, four-string brooms being now quoted at \$8.25 a dozen.

Cotter Pins—Higher, the discount now being 5 and 10 off.

Lanterns—Advances have been made on all lanterns of at least 10 per cent.

Food Choppers—Advances have been made on Gem and Universal food choppers. Gem, No. 20, are now \$20 a dozen; and Universal, No. 0, are at \$18.

Hammers—An advance of five per cent. has been made on all hammer lines made by the Canada Foundries and Forgings, Ltd.

DECLINES

Clothes Line Reels—Slightly lower, No. 1 now being at \$18.04 and No. 2 at \$19.45 a dozen.

Turpentine—Two declines of five cents a gallon during the month and an advance to \$2.15 a gallon at the close is the feature of turps. since last report.

Grindstone Fixtures—Down about ten per cent.

Sad Irons—Down five cents to \$1.90 per set for Mrs. Potts' polished, and \$1.96 for nickelplated. Handles for these have declined to \$19.45 a gross.

Shellac—Readjusted prices show a decline of 50 cents a hundred in white and a slight advance in orange shellac.

Whiting—Declined to \$2.50 per cwt. in barrels.

Building Papers—Some No. 2 qualities are down ten cents a roll; carpet felt has also declined ten cents a roll.

Mineral Roofing—Reduced 15 cents per square reported.

Curry Combs—Lower. New prices show No. 101 at \$1.15 a dozen; No. 111 at \$1.30; No. 121 at \$1.35, and No. 127 at \$1.90.

Asphalt Felt—Down 25 cents a hundredweight to \$3.75.

Ready Roofing—A decline of ten cents a roll is noted on second and third qualities of ready roofing.

Auto Electric Bulbs—A decline of about 20 per cent. has been made on auto electric light bulbs.

Drills (Black & Decker)—Lower by about ten per cent. on this company's make of special drills.

Toy Sweepers—Bissell's make of these goods have been slightly reduced for 1923.

O-Cedar Polish—Down to price prevailing at beginning of last year.

Liquid Veneer—A decline is noted on the smaller sizes of this commodity.



A. MACKENZIE,

sales manager of Canadian National Carbon Co., Ltd., Toronto, who has been elected president of the Canadian Automotive Equipment Association.



J. B. Walden, for seven years sales representative in Canada for the Champion Spark Plug Company has resigned that position to assume the position of sales manager with Gray Ball Bearing Company of Canada, Toronto, and will devote particular attention to the promotion of sales of the Gray socket wrenches, which are manufactured upon a special patented principal. Mr. Walden has devoted all his business career to the automotive industry, having been with the Ford Motor Company before he joined the Champion Company. He is known throughout the Dominion by the automobile trade. Mr. John Reekie, sales manager of the Gray Ball Bearing Company prior to Mr. Walden's joining that concern, has been appointed assistant general manager of the company.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, JAN. 10, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 22c.

Antimony—Per pound, 8c.

Brass—Sheet, base, 23c; rods, base, ½ to 1 in., round, 22c; tubing, seamless, base, 30c. F.o.b. Toronto.

Copper—Casting ingot base, 17½c; rods, ½ to 2 in., 30c; soft sheets, plain, 16 oz. and heavier, lb., 29c; plain tinned, 16 oz. and heavier, lb., 36c; polished and tinned, 16 oz. and heavier, lb., 41c; tubing, lb., 33c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, \$3.40 per cwt.; angle iron, \$3.50; horseshoe iron, \$3.90; Norway, \$12.50; toe caulk, \$4.10.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—\$7.50 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9½c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, \$3.15; bands, \$3.65; tire, \$3.35; spring, \$8.00; sleigh shoe, \$3.15; hoop, \$4.00; crucible cast sheet, \$28.00; cast tool, \$18 to \$30, according to grade.

Sheets, Blue Annealed—10 gauge, \$4.25 per 100 lbs.; 12 gauge, \$4.30; 14 gauge, \$4.35; 16 gauge, \$4.40.

Sheets, Black—18 to 20 gauge, \$5.05 per 100 lb.; 22 to 24 gauge, \$5.10; 26 gauge, \$5.15; 28 gauge, \$5.25.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$6.50 per 100 sq. ft.; 26 gauge, \$7; 24 gauge, \$9; 22 gauge, \$11; 20 gauge, \$12.50; 18 gauge, \$16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

	Queen's	Fleur-de-lis
Sheets, Galvanized —Hend		
28 gauge, per 100 lbs..	\$7.15	\$6.90
26 gauge, per 100 lbs..	6.75	6.50
24 gauge, per 100 lbs..	6.45	6.20
22 gauge, per 100 lbs..	6.30	6.05
18-20 gauge, 100 lbs...	6.15	5.90
		Apollo
10½ oz., per 100 lbs.	\$6.65	
28 gauge, per 100 lbs.	6.25	
26 gauge, per 100 lbs.	5.95	
24-22 gauge, per 100 lbs.	5.80	
20-18 gauge, per 100 lbs.	5.65	
16 gauge, per 100 lbs.	5.50	
14-12 gauge, per 100 lbs.	5.35	

Plates (Canada)—Dull, 60 sheets, \$5.00; ordinary, 52 sheets, \$4.90.

Plates (Coke Tin)—IC, 20x28, 112 sheets, \$13.00; IX, 20x28, 112 sheets, \$15.00; IX, 20x28, 56 sheets, \$9.00.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$10; IXX, 20x28, 56 sheets, \$12.

Plates, Terne—IC, 14x20, 112 sheets, \$11.50.

Spelter—Per pound, 9c.

Tin—Ingots (100 lbs.), per lb., 41c.

Zinc—Sheets, per lb., 12c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS and TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$17.50, standard, disc. 40 per cent.; extra heavy, disc. 30 per cent.

Boiler Tubes—2 inch, seamless, \$19; lapweld, \$16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 54%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts, Classes A, B and C, 70%.

Fittings—Cast iron, 27%; malleable bushings, cast bushings, 30%; unions, 45%; flanged unions, 30%; plugs, cast iron, solid, countersunk, all at 27%; Couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 55%; 4½ and larger, 45%; long, 4 in. and under, 60%; 4½ in. and larger, 50%; running thread, 4 in. and under, 35%.

Oakum—Special No. 1, \$13.00; plumbers', \$6.00 per cwt.

Packing—Fine jute, 15c a pound; coarse jute, 11c; hemp, 30c; square braided hemp, 32c; No. 1 Italian, 35c; No. 2 Italian, 28c.

Pipe (Wrought)—Price List No. 54, Dec. 22, 1921.

REVISED STEEL PIPE LIST No. 57

Standard Butt Weld Pipe S/C					
Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.	
¾ in.	6.00	8.00	
1 in.	3.96	6.00	7.20	9.30	
1½ in.	3.96	6.00	7.20	9.30	
2 in.	5.02	6.55	7.31	8.93	
2½ in.	6.10	7.82	8.86	10.70	
3 in.	8.67	11.22	12.75	15.47	
3½ in.	11.73	15.18	17.25	20.93	
4 in.	14.03	18.15	20.63	25.03	
4½ in.	18.37	24.42	27.75	33.67	
5 in.	29.84	38.61	
6 in.	39.02	50.49	
8 in.	60.60	64.40	
10 in.	59.95	76.30	

Standard Lapweld Pipe S/C

Per 100 feet.					
Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.	
2 in.	22.20	27.75	31.08	37.00	
2½ in.	32.76	41.54	46.80	56.16	
3 in.	42.84	54.32	61.20	73.44	
3½ in.	51.52	65.32	73.60	88.32	
4 in.	61.04	77.39	87.20	104.64	
4½ in.	71.12	90.17	1.07	1.27	
5 in.	82.88	105.08	1.24	1.48	
6 in.	1.08	1.36	1.61	1.92	
7 in.	1.40	1.79	2.07	2.50	
8 in.	1.48	1.88	2.18	2.63	
8L in.	1.70	2.16	2.51	3.02	
9 in.	2.07	2.62	2.97	3.59	
10L in.	1.92	2.43	2.82	3.39	
10 in.	2.47	3.13	3.63	4.37	

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in. \$40; 6 in., \$49. Less 70 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 60 per cent.

Pipe (Lead)—14c a pound. Waste pipe, 14c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 4 in., 5 in. and 6 in., 33½%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 45%; 8 in., net.

Pipe (Stove)—Net.

Registers—Warm air, japanned and common oxidized, 35% from standard list.

Solder—Wire, 31c a pound; strictly, 25c; commercial, 23½c; guaranteed, 26½c; wiping, 23½c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead and half round: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$28.80; 18 in., \$36.80. Less 70%.

Valves—Globe, angle and check (standard), 25%; J.M.T., 10 and 10%; J.M.T. "C," 16 and 10%; J.M.T. gate valves, 16 and 10%; Jenkins' gate or straightway, 16 and 10%; Jenkins' Globe, 10 and 10%; radiator valves (standards and removable disc), 53%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ¾ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. \$1; 1½ in., blk. 85c, galv. \$1.30; 2 in., blk. \$1.20, galv. \$2.10.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., \$28; 5/16 in., \$34.40; ¾ in., \$22.80; 7/16 in., \$21; 1½ in., \$19.60; 9/16 in., \$18.80; 5/8 in., \$18.60; 11/14 in., \$18.40; ¾ in., \$18.20; 13/16 in., \$18; 1 1/16 in., 1½ in., 1¼ in., 1 5/16 in., \$18.90; 1½ in., 1½ in., 1½ in., \$18.40; 1½ in., 1½ in., 2 in., 2½ in., \$19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Winchester and Savage advance on American list, 2½%; loaded shells, plus 2½%; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%. Remington Union Metallic, list less 2½%.

Ammunition (Dominion)—Rim and centre fire, less 55%; empty shells, less 30 and 20; Crown Regal and Sovereign, 50 and 2½%; Imperial and Canuck, 50 and 5%.

Shot, standard, 100 lbs., Toronto, \$14.00; Montreal, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2.

Augers (post hole)—Rodgers make, 8 inch, \$29.40; 9 inch, \$30 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$17.50; double bits, doz., \$19.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$19.75; No. 3, \$22.00; No. 4, \$24.00. All net.

Bale Ties—Single Loop—No. 12, \$4.50; No. 13, \$4.60; No. 14, \$4.70; No. 15, \$5; No. 16, \$5.20. Cross head—No. 12, \$5.10; No. 13, \$5.20; No. 14, \$5.50; No. 15, \$5.95; No. 16, \$6.40.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, \$1.30; 1½ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 50 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 30 per cent. Standard quality, 30/10 per cent. Side lace leather, lb., \$1.40; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—65 per cent. off

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)—½ Rim. ¾ Rim
No. 0—16 x 22, doz. ... \$ 7.50 \$11.00
No. 1—18 x 24, doz. ... 9.00 11.50
No. 2—18 x 29, doz. ... 11.00 13.00
No. 3—20 x 30, doz. ... 13.00 17.00

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 per doz.; Beaver (brass), \$8 per doz.; Competition Globe (metal), \$5.90 per doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$9 per doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$6.50 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$5.85.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), ¾ in. diameter and smaller, 6 in. and shorter, 40%. Carriage bolts (\$1 list), ¾ in. and longer lengths, 30%. Carriage bolts (\$1 list), 7/16 in. and larger, 30%. Machine bolts, ¾ in. and smaller, 4 in. and shorter, 50%. Machine bolts, ¾ in. and smaller, longer lengths, 35%. Machine bolts, 7/16 in. and larger, 35%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 45%. Bolt ends, 35%. Square head blank bolts, 35%. Plow bolts, 1, 2, 3 head, 30%. Elevator bolts, large head, 25%; corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts (\$3 list), 25%. Step Bolts, large head (\$3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 60%. Stove bolts, 65 and 5%. Sink bolts, 65 and 5%.

Nuts, 2 in., and smaller, square. Blank, off net list, \$1.00. Nuts, 2 in. and smaller, square, tapped, off net list, 50c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 50c. Tapped, net list.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, \$6.65 per doz.; No. 5, standard, \$7.50 per doz.; Little Beauty, \$9.40 per doz.; Royal Blue, \$13.90 per doz.

Butts—(Wrought Steel)—No. 840, less 12½%; No. 800, net; No. 838, less 12½%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., \$3.63. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., deliv-

ered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broads')—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, \$16. a dozen; No. 1, \$18.75, No. 2, \$22.75; No. 3, \$30.75.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.10 a dozen; No. 65, \$21.18; No. 75, \$28.18. F.o.b. St. Mary's.

Gem—No. 20¾, \$21.60 doz.; No. 22, \$25.80; No. 24, \$34.20.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$3.10 a dozen; 48 ft. hanks, \$3.60; 60 ft. hanks, \$4.50.

Clothes Lines (Manila)—\$3.00 per dozen.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	BBB
3/16 inch, electric weld...	\$15.40	\$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld...	12.15	15.20
¾ inch, electric weld...	10.40	13.25
¾ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
5/8 inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, \$1.15 a doz.; No. 111, \$1.30; No. 121, \$1.35; No. 127, \$1.90.

Combs, Cattle—No. 98, \$2 per dozen; No. 100, \$2.85.

Cord (Sash)—Hercules No. 6, 60c a pound; No. 7, 59c; Nos. 8, 9, 10, 12, 58c.

Cord (Awning)—White, 3½, \$2.75; 4, \$3.60; 4½, \$4.85 per pound. Drab, 4, \$4.30; 4½, \$6.00 per pound.

Crowbars—\$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., \$1.42 a dozen; 6 in., \$1.40; 7 in., \$1.80.

Doors, Screen—Kasement, No. 2, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills—Standard lists. Blacksmiths', $\frac{1}{2}$ in x $2\frac{1}{2}$ in. shank, each, $\frac{1}{8}$, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; $\frac{1}{4}$, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; $\frac{3}{8}$, 80c; 13/32, 85c; 19/32, \$1.20; $\frac{1}{2}$, \$1.30; 21/32, \$1.40; 11/16, \$1.50; 23/32, \$1.60; $\frac{3}{4}$, \$1.70; 25/32, \$1.80; 13/10, \$1.90; 27/32, \$2; $\frac{7}{8}$, \$2.10; 29/32, \$2.20; 15/16, \$2.30; 31/32, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Bit Stock—List, per doz., less 52½%; 3/32, \$2.70; $\frac{1}{8}$, \$3; 5/32, \$3.50; 3/16, \$4; 7/32, \$4.50; $\frac{1}{4}$, \$5; 9/32, \$6; 5/16, \$7; $\frac{3}{8}$, \$8.50; 7/16, \$10.50; $\frac{1}{2}$, \$13; 9/16, \$15.50; $\frac{5}{8}$, \$18; 11/16, \$21; $\frac{3}{4}$, \$24; $\frac{7}{8}$, \$30.

Blacksmiths', $\frac{1}{2}$ in. shank, wire, taper shank, round shank, jobbers, 52½%; ratchet 10%.

Drills (Millers-Falls)—Breast, No. 12, \$64.20 a dozen; No. 13, \$81.00; No. 118, \$72.00. Hand, No. 2, \$48.00 a dozen.

Egg Crates—Humpty Dumpty, \$6 a dozen; H. & D., \$5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney Foot Arcade, 60%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60%; Globe, 60%; Nicholson, 30 and 5%; Black Diamond, 35 and 5%; Delta Files, 20%; Firth Files, 50%; Disston, 50%.

Gloves—Canvas and cotton, \$15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$4.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstone Fixtures (Taylor-Forbes)—15 inch axle, \$8.66 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers, Nail—No. 21, \$10.50 per dozen; No. 1, \$13.50; Nos. 1½, 61½, \$13.00.

Hammers, Sledge—(Canadian), 2-2½ lbs., \$20 per cwt.; 3-4½ lbs., \$18; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3½ lbs., \$25 per cwt.; 3-4½ lbs., \$23; 5 lbs. and over, \$18.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$12.50 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1¼ lb., \$8.75.

Hammers (Maydole)—No. 1, \$18.25 per dozen; No. 1½, \$16.80; No. 11, \$18.25; No. 11½, \$16.80; No. 12, \$15.75; No. 13, \$14; No. 23, \$12.75.

Handles (Wood)—All hickory, oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar Mop Handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, \$15.25 a dozen pairs; No. 1, \$16.95; No. 2, \$18.05; Stearns, 4 in., \$13.55; 5 in., \$16.60. Perfect, No. 1, \$20.85; Canada, \$13.25; Hatch, \$13; National, \$15;

America, \$19; Great West, \$30; Storm King, No. 42, \$11.80 a dozen.

Hatchets, Shingling—No. 1, \$9.75 per dozen; No. 2, \$10.75.

Hatchets, Lath—Nos. 3 and 4, \$10 per dozen; No. 4, \$10.25.

Hatchets, Barrelling—Nos. 50 and 60, \$14 per dozen.

Hatchets, Claw—No. 7, \$11.00 per dozen; No. 8, \$11.50.

Heaters, Electric—National Glowler, \$8.75; National Heatray, \$11.00; Majestic, 1 burner, \$10; Universal, \$13.80. Discount 30%.

Heaters (Clark's) — No. 5B, list, \$3.75; No. 7C, list, \$5.25; No. 7D, list, \$5.75. Brick and charcoal, \$1.30 a doz. Discount, 25%.

Hinges (Blind)—Clark's No. 1, \$2.15. per dozen sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.65; tee, \$1.40. 5 in., strap, \$2.00; tee, \$1.70. 6 in., strap, \$2.20; tee, \$1.95. 8 in., strap, \$2.95; tee, \$2.15. 10 in., strap, \$5.20; tee, \$3.60. 12 in., strap, \$6.40; tee, \$5.85. 14 in., strap, \$7.50; tee, \$6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, \$1.08; tee, \$1. 5 in., strap, \$1.26; tee, \$1.17. 6 in., strap, \$1.53; tee, \$1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., \$4.30; 8 in., \$4.80; 10 in., \$6.40; 12 in., \$7; 15 in., \$7.50; 18 in., \$11; 21 in., \$12.40; 24 in., \$16; 27 in., \$17.20; 30 in., \$18.50; 33 in., \$21.50; 36 in., \$24.50. Discount, 30%.

Screen Door Sets—No. 1200, \$37.50; No. 1201, \$45 per gross.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3½ lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (Grass)—Canadian, No. 2, \$3.90 per dozen; No. 3, \$4; No. 4, \$4.10; No. 5, \$4.30; Little Giant, \$6.50; Barden Patent, \$6.50. English Fox—No. 2, \$5.75 a dozen; No. 3, \$6; No. 4, \$6.50.

Hooks (Galvanized Fence)—\$5.50 per keg.

Patterns	Price per keg	
	No. 2	No. 1
Light iron	0-7	\$6.90 \$7.15
Long heel light iron	3-7	6.90
Medium iron	1-8	6.90 7.15
Heavy iron	6-8	6.90
Snow	1-6	7.15 7.40
New light XL steel.	1-6	7.35 7.60
Featherweight		
XL steel	0-4	8.75 all siz.
Special countersunk.	0-4	9.25 all siz.
Toe weight (front only)	1-4	9.70 all siz.

Packing—Up to 3 sizes in one keg. 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; $\frac{1}{2}$ in., \$12.50; $\frac{3}{8}$ in., \$14.00; $\frac{3}{4}$ in., \$16. Less 5% for full reel, 500 feet.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size $\frac{1}{2}$ "	\$8.50	\$9.50	\$10.75
Per 100 ft., size $\frac{3}{8}$ "	10.00	10.75	12.00
Per 100 ft., size $\frac{3}{4}$ "	11.50	12.50	14.00

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)— $\frac{1}{2}$ inch, $\frac{3}{8}$ inch, $\frac{1}{4}$ inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$1.96. Handles for above jappaned, \$19.45 per gross. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.73; Canadian Beauty, \$4.85; Classic, \$5.60 list.

Jacks (Screw)—1¼x10, \$3.75; 2x12, \$5; 2x16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$8.40; B, per case of 6 doz., \$7.

Lanterns—Short or long globe, plain, \$9.20; jappaned, \$9.70; Dash, plain, \$12.75; jappaned, \$12.80; search (round reflection), \$12.80; Little Bobs, \$4.30.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.25 doz.; 3 dozen cases, \$1.10 doz.; 6 doz. cases, \$1.05 doz., Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.00 per dozen; No. 3, \$2.50; No. 4, \$3.75; Barn Door, No. 5, \$3.00; No. 8, \$3.60.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Machines (Washing)—Dowswell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, 125.00; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$105; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, \$44.10 per dozen.

Mattocks—Cutter or pick, \$9.75 per dozen.

Mixed Bread—Canuck—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, \$16 per dozen; O-Cedar, less handle, \$14; O'Cedar, with handle, \$16; S. W. Mops, complete, \$4.00; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$6.75; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mop Wringers—White, No. 1, \$16.40 per dozen; white, No. 2, \$16.80; white, No. 3, \$24.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 25% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 45%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1½ in., \$1.15; 1½ in., 80c; 1½ in., 75c; 2 in., 60c; 2½ in., 55c; 2½ in., 30c; 2½ in., 30c; 3 in., 20c; 3½ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$3.75 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$3.75.

Sault Ste. Marie, Port Arthur, Fort William, \$3.90 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Nails, cut—\$4.60.

Roofing Nails—American, large head, keg, \$10.50. Less quantities, \$11.50.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box. No. 4, 1½ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2½ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1½ in. mesh and 19 gauge wire—12 in., \$3.50 per 50-yard roll; 18 in., \$5; 24 in., \$6.30; 30 in., \$7.75; 36 in., \$9.90; 42 in., \$10.50; 48 in., \$12; 60 in., \$15; 72 in., \$18.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20.

¾ in. mesh and 20 gauge wire—24 in., \$10.50; 30 in., \$12.75; 36 in., \$15.

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 30%. American netting, 2 in. mesh, 20% off.

Invincible—No. 1848, 67c a rod; 2060, 72c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh,

22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 21c a gallon; Palacine, 23c; Gasoline, 29c. Above prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon; ex. heavy, \$1.25. List less 25%.

Gargoyle, Mobiloil, A, E and Arctic, \$1.45; other grades, \$1.55. List less 25%.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net 8c, in barrel lots. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.15 per 400 ft. roll; No. 2, 65c; Surprise and Stag, 70c.

Tarred Fibre—No. 1, \$1.20; No. 2, 85c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50 Tarred Straw Sheathing, \$3.40; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Seythe dry straw, \$3.55; Spruce Sheathing, 36 in. and 72 in. wide, \$6. Asbestos Sheathing, \$7.75; carpet felt, \$3.90; tarred felt, 7, 10 and 16 oz., \$3.45; asphalt felt, \$3.75.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.45 a case; 4 gross (cartons), 4 in., \$1.50; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¼ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, \$3.70 per dozen; No. 158, galvanized, \$3.95; No. 59, japanned, \$3.75; No. 159, galvanized, \$4.

Pumps—	Pitcher	Closed
	Spout	Spout
No. 2	2.85	3.10
No. 3	3.15	3.40
No. 4	3.75	4.10
No. 70	6.00
No. 80	8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894 (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½%, Iron burrs, 47½% off list on 200-lb. kegs. Extras, add 1c to list

on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 32½% off; burrs, add 10%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 2c per lb.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Comet—1 ply, \$1.30; 2 ply, \$1.70; 3 ply, \$2.10.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$1.90; 3 ply, \$2.25.

Panamoid—1 ply, \$1.45; 2 ply, \$1.75; 3 ply, \$2.10.

Everlastic Multi-Shingles (4 shingles in one), per square, \$5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., \$10.50.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 20c a pound; Beaver Manila basis, 18c; New Zealand hemp basis, 18c; Sisal basis, 16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ½ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in. basis, 30c.

Hemp, deep sea line basis, 42c; hemp, tarred ratline basis, 35c; hemp, tarred bolt rope basis, 37c; marine and house-line, 37c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ½ in., 49c a pound; 5/32 in., 48c; 3/16 in., 45c; ¼ in. and up, 44c.

Sandpaper—B. & A. sandpaper, less 17½%; Star sandpaper, less 17½%; B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston', D8, 26 inch, \$31.25 a dozen.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh. black.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 80 and 5% Oval Head, bright, 77½ and 5%; Round Head, bright, 77½ and 5%; Flat Head, brass, 75 and 5%; Oval Head, brass, 72½ and 5%; Round Head, brass, 72½ and 5%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$11.25; 1½ in., \$13.50; 1¼ in., \$15.60.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 56c; No. 8, 64c; No. 9, 68c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools,

hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 50%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, \$29; 2nd, \$28; 4th, \$25.

Draining tools, No. 2 black—1st, 29; 2nd, \$27.50.

Hollow back scoops, No. 2, black—1st, \$34.50; 4th, \$32.

Coal shovels, hollow back, No. 2, black—1st, \$32; 4th, \$30.

Sand shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Hollow back shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Riveted back scoops, No. 2, black—1st, \$37.50; 2nd, \$35.50; 4th, \$34.

Miners' spring point shovels, No. 2—1st, \$36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add \$1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Guelph, Hamilton, Toronto, Kingston, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton, New Glasgow, Amherst, Fredericton, and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Standard list, less 37½%.

Staples (Fence)—Bright, \$4.15 per 110 lb. keg; galvanized, \$5.15.

Staples (Poultry netting)—Bright \$7.25 per 100 pounds in kegs; galvanized, \$8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, \$1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, \$1.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ in., 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$21.50 each; Perfection No. 33, 3 burner, \$26; Perfection No. 34, 4 burner, \$34; No. 22G oven for above stoves, \$8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$4.75. Detroit Glass Front Oven, No. 85, each, net; Hot Blast, plus %.

Stoves (Oil Heaters)—No. 525, \$8.00 each; No. 530, \$9.00; No. 630, \$12.00. Discount 30% off list on these three numbers. Hot Blast, 10% off.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from re-

vised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., \$2.00. National Flat Track, 1¼ in. per 100 ft., \$10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9: No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Bright base, \$3.80. Annealed base, \$3.80. Galvanized base, \$4.05 for No. 9.

Barbed wire, \$4.10. Coiled spring wire, 9 gauge, \$4.10.

Stovepipe Wire—No. 18, \$8.75; No. 19, \$9.25.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ½ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 55c; 4 ply, lb., 59c.

Cones, 3 ply, lb., 52c; 4 ply, lb., 55c.

BALL BATS

Our factory is specially fitted for producing Ball Bats. They are made from best Selected 2nd Growth Canadian White Ash obtainable. They are nicely finished, giving them an attractive appearance.

St. Marys Wood Specialty Co., Limited
ST. MARYS ONTARIO, CANADA

High Grade Wood Specialties—Walking Sticks,
Ball Bats, Handles and Hardwood Lumber.

HINSDALE SOCKET SET No.13

Retails at \$6.70



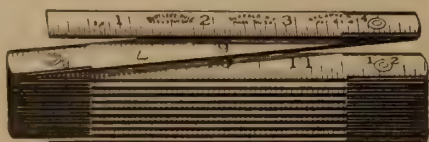
Contains fifteen heat treated, Nickel Plated Sockets with ratchet wrench. Universal Joint and Extension Finished Hardwood Case. Other sets retailing at \$3, \$4, \$5, \$8, \$11, \$12, 17.50. Sockets, any size, retailing at 20cents each.

Liberal Discount to Dealers

Phone: Main 6595

Geo. P. Reuhl, 275 King St. E., Toronto

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as durable.

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

5 Lafayette Avenue

Buffalo, N. Y., U.S.A.

KEEP IT UP!

One step won't take you very far, you've got to keep on walking;

One word won't tell them what you are, you've got to keep on talking;

One inch won't make you tall, you've got to keep on growing;

One little "ad" won't do it all, you've got to keep 'em going.

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.
Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.
Chrome green, C.P., 35-40c.
Chrome yellow, 20-40c.

Brunswick green, 100 lb. keg, 12-14c.
Indian red, 100 lb. keg, 08-18c.

Lamp black, in bulk, 26c; packages, 30-38c.

Venetian red, best bright, 6-8c; No. 1, 3½-5½c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 3-6c.

French ochre, bbls., 5-8c.

Spruce ochre, 100 lb. keg, 5-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c;

French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultra-

marine blue, 70c; Prussian blue, 95c;

Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c;

Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c; red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$8; white, 100's, packages, \$7.50; colors, bbls. (250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: Dougal white enamel, \$6.40; Vitralite, \$7.93; Duralite, \$6.10; Old Dutch, \$6.36; B-H "White" Enamel, \$6.60; Martins, white, \$7.10; Satinette, \$7.24; C.P. Co. Albogloss, \$6.40; C. D. Master Painters, \$6.85; Mooramel, \$7; Lowe Bros., Linduro, \$7.10; Sunshine, white, \$6.10;

Kyanize, \$8.10; Solpar, \$4.60; Paripan, \$9.10; Jasperlac, \$4.25; Invincible, \$6.10; Hillcrest, \$5.50; Adelite A. & E., \$7.65; Floglaze, \$4.60; Ripolin, \$7.19.

Glue—English, sheet, per lb, 24 to 30c; White pigfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags (English), per lb, 20 to 22c; Canadian, 16 to 18c.

Glass—Star or Double

Case lots, 16 oz. or 24 oz.

Up to 25 \$ 6.00 \$ 9.30

26 to 40 7.45 12.25

41 to 50 8.10 13.30

51 to 60 8.45 13.85

61 to 70 8.80 14.40

71 to 80 9.30 15.15

81 to 84 10.85 17.65

85 to 90 11.40 18.50

91 to 95 20.65

96 to 100 22.35

Discounts—Imported, 7½%; domestic, 5%.

Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50 and 10%.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto

and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

Anchor, pure Montreal, Toronto

Champion, pure 13.00 13.45

Crown Diamond, pure ... 13.00 13.45

Green Seal, pure 13.00 13.45

I. V. Perfection 13.00 13.45

Ramsay's pure 13.00 13.45

Moore's pure 13.00 13.45

Tiger, pure 13.00 13.45

O.P.W., Dec., pure 13.00 13.45

Elephant Genuine 13.50 13.95

BB Genuine, less than tons 14.35 14.80

Maple Leaf, pure 13.00 13.45

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$9.75; Genuine, 100 lb. casks, \$10.75; less quantity, \$11.75. F.o.b. Montreal and Toronto.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.15. Boiled—1 to 2 bbls., \$1.18.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco—Per 100 lbs. White. Tints.

350 lb. bbls. \$7.15 \$8.25

200 lbs., half bbls. 8.00 9.10

100 lbs., kegs 8.25 9.35

Cases, 20 5-lb. pkgs. 8.80 9.90

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, \$3.95; Sanitone, white, \$3.55; Sanitone, colors, \$3.45; C.P. Co., pure white, \$4.05; C. P. Co., pure colors, \$3.70; C. P. floor paint, \$3.65; Elephant floor paint, \$3.40; Victoria floor paint, \$2.80.

B-H English, colors, \$3.70; English, white, \$4.05; Fresconette, white, \$3.55; Fresconette, colors, \$3.45; floor, \$3.65; porch floor, \$3.70.

Crown Diamond, white, \$3.95; colors, \$3.60; floor, \$3.55; porch, \$3.65; flat wall tone, white, \$3.55; colors, \$3.45.

Moore's House Colors, white, \$3.75; House Colors, colors, \$3.50; Preserve Paint, white, \$2.70; colors, \$2.55; floor paint, \$3.45; Sani-Flat, \$3.45; Porch and Deck Paint, \$3.50.

I. V. Elastica, white, \$3.65; Elastica, colors, \$3.40; Flatine, int. wall, white, \$3.55; Flatine int. wall, colors, \$3.45.

Lowe Bros., H. S. White, No. 328, \$4.05; H. S., color, \$3.70; H. S. floor, hard drying, \$3.65; H. S. Porch, \$3.70; Mellotone, flat wall, white, \$3.60; color, \$3.45.

Jamieson's Crown Anchor, \$3.55.

O.P.W. Canada Brand, white, \$3.95; colors, \$3.60; floor, \$3.55; Flat Wall, white, \$3.45; color, \$3.35.

Ramsay's Pure, white, \$3.90; colors, \$3.55; floor, \$3.50; porch, \$3.55.

Glidden's white, \$4.05; colors, \$3.70.

Martin-Senour, 100%, white, \$4.05; colors, \$3.70; porch, \$3.70; Neutone, white, \$3.55; Neutone, colors, \$3.45; floor paint \$3.45.

Sherwin-Williams, white, \$4.05; colors, \$3.70; floor, \$3.55; porch, \$3.70; Flat Tone, white, \$3.55; colors, \$3.45.

Maple Leaf, white, \$4.05; colors, \$3.70; floor, \$3.65.

Pearcy's Prepared, colors, \$3.05; white, \$3.40; floor, \$3.00.

Adelite, white, \$4.05; colors, \$3.70; Industrial white, \$3.60.

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 35c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., \$12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H., T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 40c; 1 lb. paper cartons, 33c; ½ lb. tins, 42c; 1 lb. tins, 40c; 25 lb. tins, 36c; 50 and 100 lb. drums, 34c; 250 lb. kegs, 31½c; 600 lb. barrels, 31c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax.

Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., \$2.40; 12 oz. bottles, \$4.80; 1 qt. can, \$12; ½ gal. cans, \$20; 1 gal. cans, \$28.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., \$4.20; 100 lb. drums, \$4.70; 25 lb. drums, \$4.95; 12½ lb. irons, \$5.20; bladders in bbls. (400 lbs.), \$5.95; in cases (100 lbs.), \$6.20. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.50; water white, \$5.50.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Varnisher, \$3; Chalco, \$3; Klensa, \$3; Cumoff, \$3; Dougal Lingerwett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per gal. in bbls.—White, \$4.60; orange, \$4.10. Gal. jugs, white, \$4.95; orange, \$4.45. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

Ordinary Colors. Greens

Sherwin-Williams \$1.45 \$1.70

B-H Anchor 1.45 1.65

M. L. Creosote 1.45 1.65

Solignum 1.30 1.50

Martin Senours 1.45 1.65

Elastica 1.45 1.65

Hillcrest 1.40 1.60

"C.D." Shingle Stain 1.25 1.45

Canada Paint 1.45 1.65

O.P.W. Creolin 1.30 1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine, Single bbls., gal., \$2.00; 2-4 bbls., gal., \$1.99; 5 gal. lots, per gal., \$2.15.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.13; Hard oil, \$2.76; Gold Medal, \$3.42; Elastilite, \$3.95; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; Sun Aero Spar, \$4.60; Sun Waterproof Floor, \$4.10.

Glidden Weareite, \$4; florette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; Indestructo, floor, \$3.40. Pale Hard Oil, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-ite Floor, \$4.32; Wood-Var, \$4.16; Durable Spar, \$5.23; Finest Interior, \$4.97.

Moorlastic Floor, \$4.25; T. 45 Floor, \$3.50; Moorvar Interior, \$3.25; Moore's Spar, \$5.

S. W. Mar-not, \$4.03; Rexspar, \$5.14; Scar-not, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; House Spar, \$4.60; Floor, \$4.60; Interior, \$3.60.

Kyanize Spar, \$5.25; Cabinet Rubbing, \$4.95; Interior and Floor, \$4.95.

Luxeberry light, \$4.56; Granite, \$4.56; Spar, \$4.73.

Ramsay's Universal, \$3.80; Agate Floor, \$3.80; 400 Hard Oil, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.28; Furniture, \$2.30.

Dougal Univarnish, clear, \$4.50; Transparent, spar, \$5.00; Transparent, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$3.50; colors, \$3.50;

Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., \$1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal", 310 lb. bbls., 10½c; Sturgeon's Solpar, 10c.

Waste—Cream, polishing, 18c; white—xxx, 18c; Colored—No. 1, 13c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., \$3.60; Ramsay's, 45; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, \$1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., \$2.00; Gilders, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons, \$1.50; Methylated Spirits, \$1.50.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, \$1.70.

EAGLE LAMP BLACK

Made only by

THE L. MARTIN COMPANY

45 East 42nd St., NEW YORK

Agents in

Montreal, Winnipeg and Toronto

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DECORATORS for EXHIBITIONS TOWN CELEBRATIONS and CARNIVALS

Let us do your next decorative job.
No job too small — none too large.

HARLEY & SON
45 Charles St., Hamilton
Official decorators for Hardware Exhibitions.

STEEL

Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

THE STEEL TROUGH & MACHINE CO. LTD.
TWEED - ONT.

THE PARMENTER BULLOCK CO

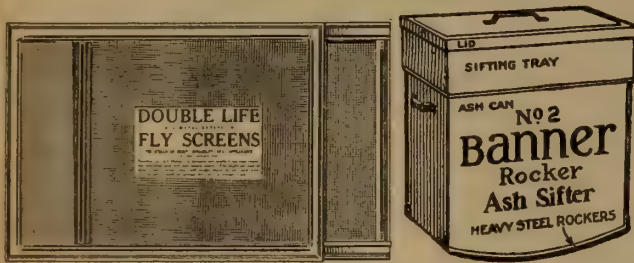
Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

BANNER ASH SIFTERS DOUBLE LIFE FLY SCREENS

The Screen of Merit, Durability and Neat Appearance
THE GOODS TO RECOMMEND



THE BURROWES MFG. CO., Toronto

CANADA DUSTLESS ASH SIFTER



Saves coal. Pays for itself in a few months. Lasts a lifetime. IT IS POSITIVELY DUSTLESS.

With the present coal situation, there should be a big demand for this dustless ash sifter.

Manufactured only by

J. SAMUELS

275 Queen Street W.
TORONTO

The Best On The Market



STURGEONS FRENCH POLISH WAX

is recommended for

Floors, Furniture and Automobiles

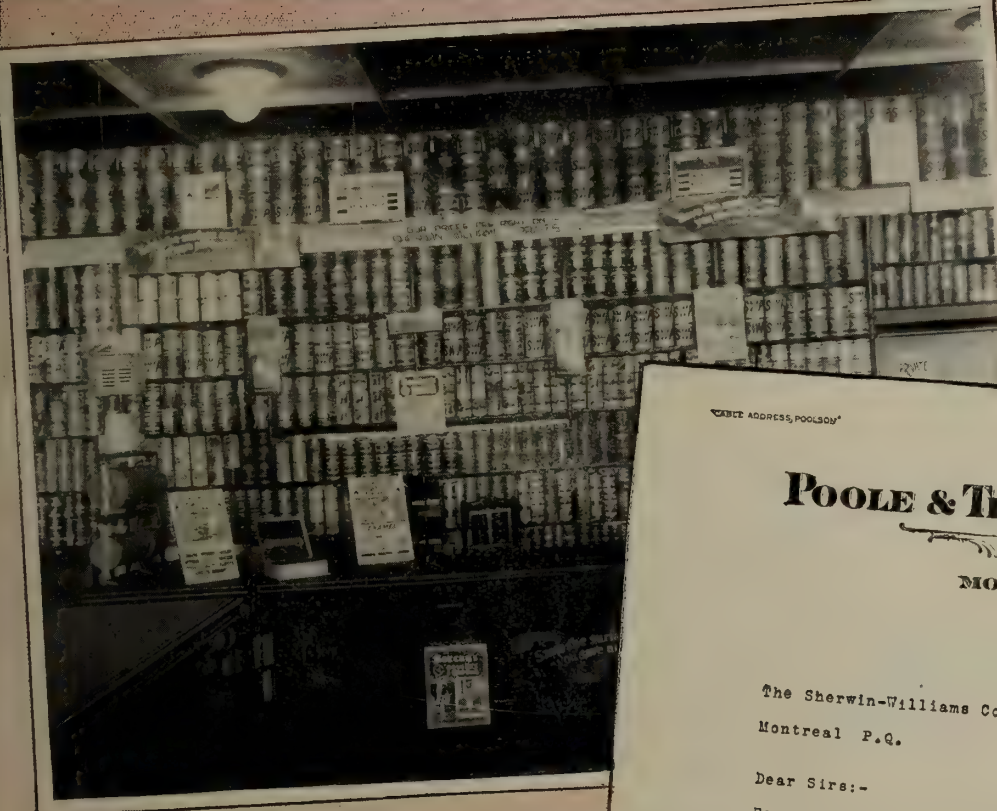
Canadian Made and Owned.

Your business is built on quality therefore you should use our wax.
Trial order will prove it.



STURGEONS, LIMITED, 66 Richmond St. East, Toronto

(The "Solignum" Distributors for Canada.)



POOLE & THOMPSON, LIMITED.
MERCHANTS
MONTAGUE, P.E.I.
CANADA

August, 29th. 1922.

The Sherwin-Williams Co., Ltd.,
Montreal P.Q.

Dear Sirs:-

For almost thirty years we have been selling S.W.P. and still going strong. In fact our customers have become so well acquainted with the line that, and this applies particularly to varnishes; they usually always ask for the kind they want, and are generally correct.

We pride ourselves on being 100% S.W.P.

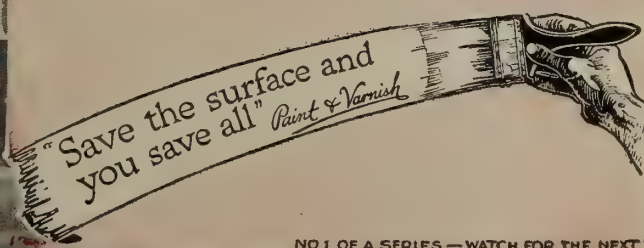
Your national Advertising plan, constantly keeping S.W.P. in the eye of the public, is, to my mind, the premier reason of the success of our paint department. This advertising, backed by quality products, attractive window trims, an attractive mailing list, hearty support of your representative in closing prospects and our endeavoring as far as possible to keep our stock up at all times, have been potent factors to further our success in handling your line of paints and varnishes.

Yours very truly

POOLE & THOMPSON LTD.

PER *C. Thompson*

30 Years
Selling
S.W.P.
and
Still going strong!



Canada's Favorite

*from
Coast
to Coast*



Montreal.



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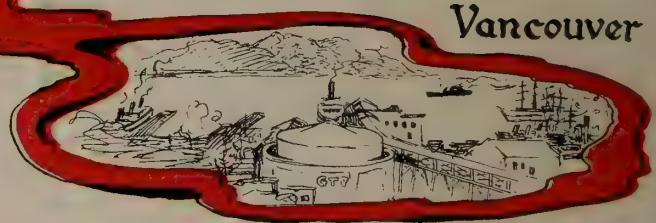
Winnipeg



Quebec



Calgary



Vancouver

The high esteem with which the Paint buying public regard it, is the chief reason why dealers find Canada Paint so easy and profitable to sell.

Isn't it worth your while to investigate an agency proposition that will put you in touch with the demand for Canada's Favorite Paint?

A post card request is all that is necessary.

THE CANADA PAINT CO.

LIMITED

Makers of the famous "Elephant Brand Genuine White Lead

MONTREAL TORONTO HALIFAX WINNIPEG CALGARY VANCOUVER



Halifax.



HARDWARE

ACCESSORIES - SPORTING GOODS

PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

Published Monthly by WESTON WRIGLEY, 123 Bay Street, TORONTO

The ROYAL Agency has become mighty valuable

AGENCIES for the Royal Electric Cleaner are rapidly being snapped up in various districts by wide awake dealers who are cashing in on the growing preference for this 100% air type cleaner.

Not only do Royal Sales yield good profits to the dealer, but the Royal success with prospective buyers the instant it is demonstrated makes the Royal the popular machine of the district and therefore the Royal Agency a mighty valuable one.

The Royal Electric Cleaner is the recognized leader in its field. Everyone likes a winner. Add to this the profitable merchandising plan and the extensive advertising and you will why Royal understand Agencies are going fast.

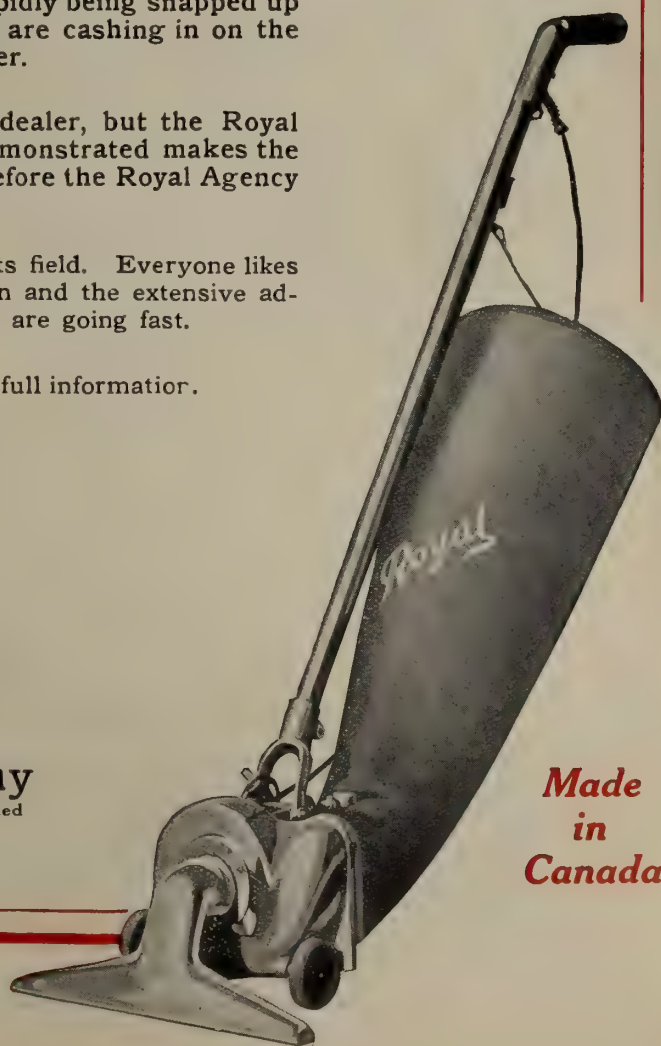
A few territories are not yet closed. Write today for full information.

ROYAL
QUALITY SERVICE
ELECTRIC CLEANER
Cleans By Air Alone!

Manufactured by

Continental Electric Company
Toronto, Ont. Limited

**Made
in
Canada**



**Hard to Compete With—
Easy to Sell''**



SERVICE



CONFIDENCE



FAIR DEALING

Neptunite Varnish

Never Turns White

THE name is derived from the Roman Mythological god "Neptune" who was the god of the Sea. The suffix "ite" is added merely to round out the word; to distinguish it, and to make the "name" easy to recall.

NEPTUNITE is the result of a Varnish research which lasted 2½ years. We sought to produce a minimum number of Varnishes which would, not only completely and satisfactorily meet every demand for a perfect varnish, but that would assure the dealer of a greater turnover and a large margin of profit.

NEPTUNITE is not affected by extremes of temperatures. Hot dishes, boiling water, ammonia, ice or snow, salt or fresh water will not mar, turn white, nor destroy a NEPTUNITE Varnish surface.

Look for other announcements in subsequent issues of "Hardware & Accessories."



Lowe Brothers

SAVE THE SURFACE AND YOU SAVE ALL.

PAINTS AND VARNISHES

MADE IN CANADA

HARDWARE

ACCESSORIES - SPORTING GOODS
PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT
A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

Published Monthly by WESTON WRIGLEY, 123 Bay Street, TORONTO

The ROYAL Agency has become mighty valuable

AGENCIES for the Royal Electric Cleaner are rapidly being snapped up in various districts by wide awake dealers who are cashing in on the growing preference for this 100% air type cleaner.

Not only do Royal Sales yield good profits to the dealer, but the Royal success with prospective buyers the instant it is demonstrated makes the Royal the popular machine of the district and therefore the Royal Agency a mighty valuable one.

The Royal Electric Cleaner is the recognized leader in its field. Everyone likes a winner. Add to this the profitable merchandising plan and the extensive advertising and you will why Royal understand Agencies are going fast.

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Look for other announcements in subsequent issues of "Hardware & Accessories."



Lowe Brothers

SAVE THE SURFACE AND YOU SAVE ALL.

PAINTS AND VARNISHES

MADE IN CANADA

Handle the Handle



For your customer's sake, examine the beautifully designed, exquisitely finished Oakville Aluminum Ware.

Not alone for its beauty and utility, nor for the vast range of its designs and sizes—but for the comfort and convenience of the woman who does the home kitchen work.

Note in the illustration the smooth, rounded handle that rests so comfortably in the hand.

No matter how full the dish, it can be carried with ease; there are no harsh, cutting edges to torture the hands.

And every single unit of Oakville Aluminum Ware, from the dainty coffee percolator to the sturdy potato boiler, is guaranteed.

SEE OUR DISPLAY AT BOOTH 89
ONTARIO RETAIL HARDWARE ASSOCIATION

The Aluminium Ware Mfg. Co.

Selling Agents :

RICHARDSON & BUREAU
MONTREAL

Oakville

LIMITED

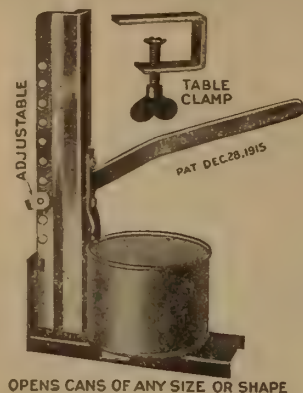
-

Canada

Will Outwear



Any Ware

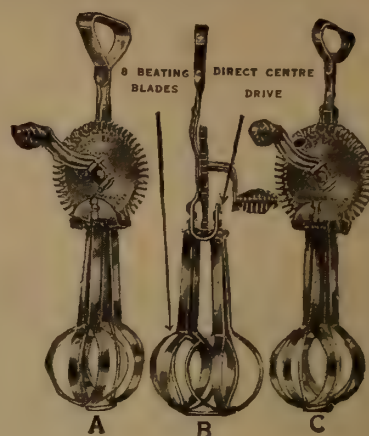


OPENS CANS OF ANY SIZE OR SHAPE



Our Yearly Gift \$200,000

AN ACTUAL FACT EASILY PROVEN. Figure it yourself. Before 1912 Egg-beaters sold chiefly for 10c. Your apparent 3-4c profit an ACTUAL LOSS, considering time, wrapping, string and delivery. Then we offered the LADD LINE to sell for profits and every professional in the business laughed in our faces with the senseless rejoinder—"You can't get more than 25c for an Egg-beater." Well, some merchants putting their own prices on our goods against our suggested resale, mark them higher.

Ladd
Mixer-Churns

And WHY? Yes, WHY? It is the QUALITY THEY FIND THEIR CUSTOMERS EAGER TO BUY. THAT QUALITY IS FOUND IN THE LADD LINE ALONE.

Going to discerning buyers through every store of consequence in the country, it is easy to believe we have given dealers \$200,000 PROFIT last year that they would never have had except for us and in most cases against their own judgment. A YEARLY GIFT so long as you handle the LADD LINE. WE WON'T SELL cheaply to produce NO PROFIT. It is just the same with many other things you sell you formerly thought must be cheap—tools, implements, utensils, etc. SEARCH OUT AND STICK TO THE MAKERS OF QUALITY GOODS. YOU ARE IN BUSINESS TODAY CHIEFLY BECAUSE OF THEM.

JOBBERs the world over and US.

Saturn Clothes-
Line Reels

UNITED ROYALTIES CORPORATION 1133 Broadway, New York

Representatives:— G. S. WHITAKER & CO., Toronto

**Better
Business
Is Here**



LIGHTNING



GEM



BLIZZARD

**You'll
Sell
More**

You'll Sell More Freezers

The demand for Freezers now is several hundred per cent greater than this time last season, and orders continue strong. There is every indication of a big season for all of us.

Don't get caught, order now, to put you in shape to catch the sales the moment your customers are in humor to buy.

Our Freezers need no introduction. They sell on a reputation established by more than thirty years of high class service, and they stay sold. This means easy, permanent profits. We furnish attractive advertising matter free for the asking. Just say the word.

Better get busy with your jobber. We are all ready to serve you—Let's go.

North Bros. Manufacturing, Co.

PHILADELPHIA, PA., U.S.A.

C. E. ADCOCK & CO.

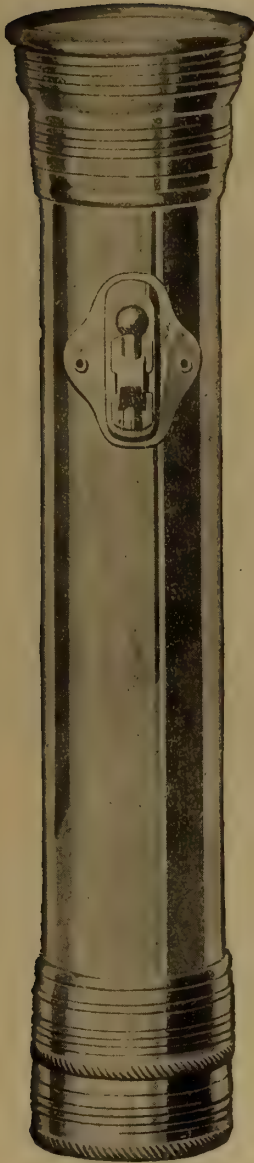
Canadian Representatives

Coristine Building, MONTREAL



EVEREADY FLASHLIGHTS & BATTERIES

"Semper Paratus"



That's Latin for "Eveready." When an old Roman took "semper paratus" for his motto he intended to be on the job all the time.

So when we chose the name "Eveready" and put it on all the flashlights we make, we meant that every one of those flashlights should stay right on the job and be ready when it's needed.

That's the reason people stay satisfied when they buy an Eveready Flashlight — and that's why they come back time after time for new batteries as the old ones wear out. They find the Eveready Flashlight so everlastingly useful that they can't do without it.

Don't you think it would be good business to stock a line that brings such satisfaction and so many repeat orders as Eveready Flashlights and Batteries?

**CANADIAN NATIONAL CARBON CO.
LIMITED**

Montreal

Toronto

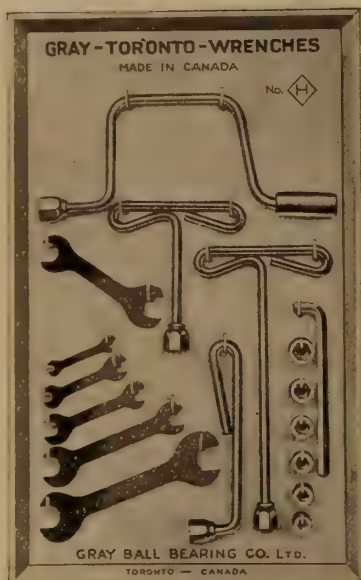
Winnipeg

Keep a case of Eveready Unit Cells well displayed in your store. These long-lived batteries, in two sizes only, fit all tubular flashlights. Ask your jobber about Eveready Flashlights and Batteries.



GRAY—TORONTO

Socket Wrenches



MADE IN CANADA

Single Wrenches and Combinations
for all purposes

Assortment with Board "H" is especially arranged for the hardware and small accessory dealer, so that he can carry a wide range of GRAY-TORONTO Wrenches, with the least amount of invested capital; this is the cheapest and most complete board on the market today. The selections on the board have been arranged to give a general assortment of "Slip-On" socket wrenches, solid socket wrenches, double end straight wrenches, and demountable rim brace wrenches, that are in constant demand for automobile and general service work. The dealer can be assured of a constant volume of business by showing this Silent Salesman.

The Gray Ball Bearing Co. Ltd.

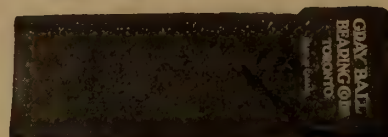
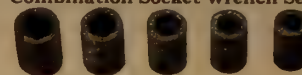
686-692 St. CLARENS AVE.

TORONTO

:::

CANADA

Combination Socket Wrench Set, No. 30



No. 30 set is a most compact and useful set. The selection of sockets with handle give a wrench for all minor adjustments on any car. No car owner should be without this set. It also can be used to good advantage around the home for general purposes. Neatly packed in serviceable leatherette case.
5 assorted Sockets and Handle—Retail Price \$1.25.

Combination Socket Wrench Sets, for Ford Cars and Trucks, No. 304.



No. 340 set is a very handy and condensed set for the Ford owner. A very useful set for the everyday adjustments necessary on the Ford car and truck. Neatly arranged in a serviceable leatherette case. Set contains:
1 Ratchet Handle. 1 Spark Plug Wrench
4 Hexagon Sockets. 1 Square Socket.
Retail Price \$ 3.00

Abbey & Imbrie

*"Fishing Tackle that's
Fit for Fishing"*

THOUSANDS of dealers in the United States and Canada prefer to handle Abbey & Imbrie tackle because:

It is a tackle the quality and reliability of which have been known to five generations of anglers.

It is up to date at all times—embodies the latest experience in angling and keeps pace with improved methods.

Our national advertising directs the angler to the dealer. It is, for the several reasons given above, *the easiest tackle to sell.*

It gives the dealer a good profit.

*We would like your order.
Catalogue of 16,400 items
on request.*

ESTABLISHED
1820

This is our 103rd year



ABBEY & IMBKIE
Division of
Baker, Murray & Imbrie
97 Chambers St.
NEW YORK

Hockey Stick Specialists

OUR HOCKEY STICKS

are made in the largest factory in Canada. They are manufactured with a view to get the best

Quality, Shape and Finish

They LOOK WELL, SELL WELL and LAST WELL

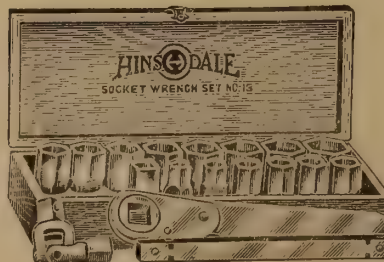
Write for latest price list

ST. MARYS WOOD SPECIALTY CO.
LIMITED

ST. MARYS, ONT., CANADA

HINSDALE SOCKET SET No.13

Retails at \$6.70



Contains fifteen heat treated, Nickel Plated Sockets with ratchet wrench. Universal Joint and Extension Finished Hardwood Case.

Other sets retailing at \$3, \$4, \$5, \$8, \$11, \$12, 17.50. Sockets, any size, retailing at 20cents each.

Liberal Discount to Dealers

Phone: Main 6595

Geo. P. Reuhl, 275 King St. E., Toronto



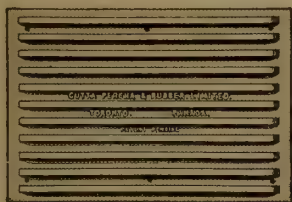
AUTOMOTIVE EQUIPMENT

That Saves Time and Long
Arguments

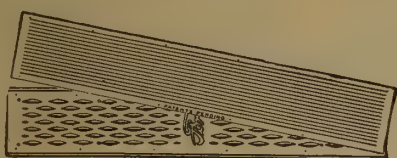


Rubber Headed Mallet

"Gutta Percha" Brand



Step Pad



Running Board Tread Mat

ALL the selling advantage of a well-known, well-liked brand thoroughly familiar to consumers through persistent advertising.

It is cheaper and easier to sell "Gutta Percha" Automotive Equipment because you are saved the expense, time and trouble necessary to "switch" your customers to strange brands. Then, again, "G-P" accessories make good for you, consequently holding your customers and bringing more business. This is the main object after all, isn't it?

"Quality All Through"



Sealtite Patches

Gutta Percha & Rubber LIMITED

Head Offices and Factories: **Toronto**
Branches in All Leading Cities of Canada

English Pattern Trace Chains

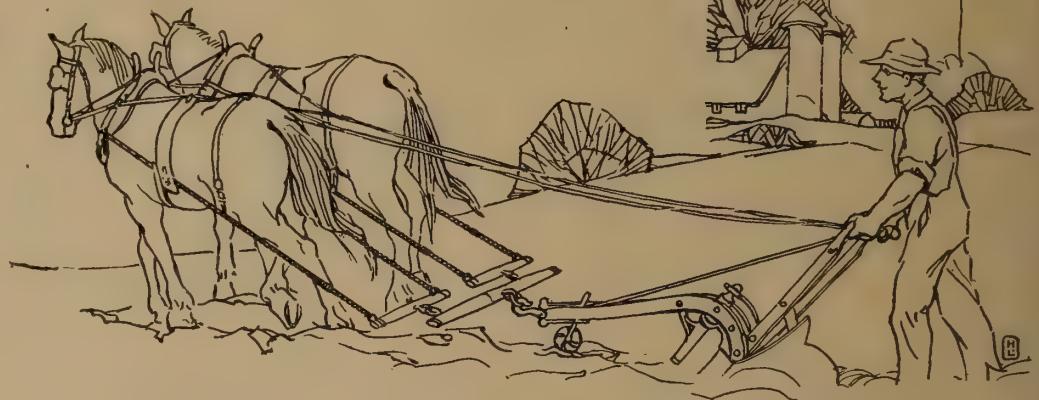
Cautious buyers insist on purchasing trace chains that have been the standard for years. They have confidence in the English Pattern trace chains manufactured by the Dominion Chain Company. They know that every one of these trace chains is tested to one half the average breaking strain, and that if any chain falls

short of its rated strength, it will be cheerfully replaced.

These English Pattern Trace Chains are formed and electrically welded on automatic machines, thus insuring uniformity of construction and strength. Made with ring or hook.

DOMINION CHAIN COMPANY LIMITED

Niagara Falls
Canada



HENRY BOKER'S HORSE Ball Bearing CLIPPERS



Every pair guaranteed to give entire satisfaction.
For sale by All Leading Wholesale Hardware Houses.

Bullock Manufacturing Associates Springfield, Mass.

MAKERS OF HIGH CLASS TOOLS



Sole Canadian Representatives:

DORKEN BROS. & CO., Montreal

THE LATEST DEVELOPMENT IN WRENCHES

"IT CAN'T LET GO UNTIL YOU LET IT"

Drop forged hardened steel, highly polished all over.
A FAST SELLER
Makes an instant appeal to mechanics and auto owners and sells on sight.

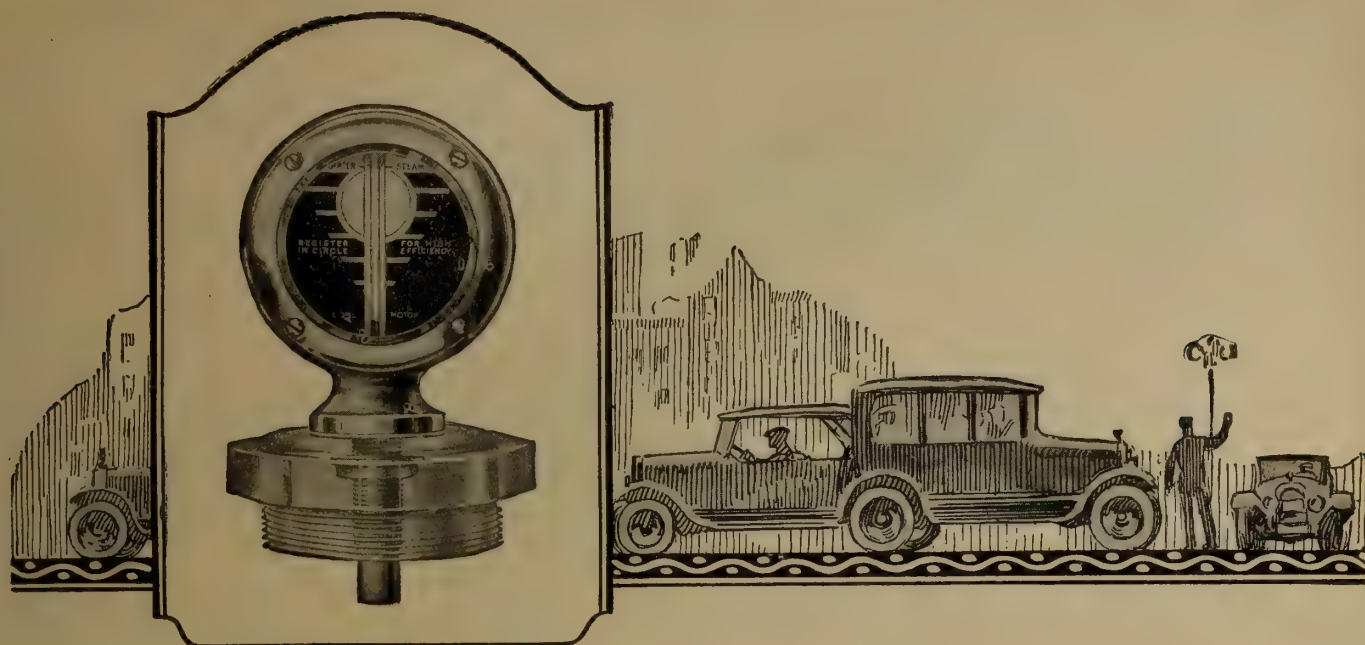


Can be used as a wrench or pliers and will do work no other wrench will do.

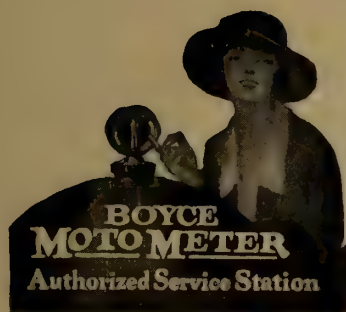
PRICES REDUCED
Send a trial order today.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH COMPANY, 2 Medbury Lane, Windsor, Ont.



Announcing the NEW MIDGET MODEL



To display the **BOYCE MOTO-METER SERVICE STATION SIGN** is to attract trade, not only on our line but all other nationally known brands of automotive equipment. We earnestly solicit the support of every good dealer in the country to use this means to build more prestige both for himself and for us.

THE New Midget Model Boyce Moto-Meter will make cash registers ring in a chorus of increased business. The new instrument is a small reproduction of the larger models—doing the same work with the same high efficiency. It makes a particular appeal to the owner of the small car.

A large percentage of Canada's cars are of the light type. It is easy to see then that the New Midget Model will bring tremendous increases to the already astonishing results experienced by Boyce Moto-Meter dealers last year.

The list price of this new instrument is \$3.50, which offers an extremely liberal margin of profit.

Do not miss this new opportunity to reach a tremendous market. Write to-day either to your jobber or to us, and we will send you full facts on the New Midget Model, without obligation.

THE MOTO-METER CO. of CANADA
HAMILTON LIMITED ONTARIO

Ask 'Em to Buy

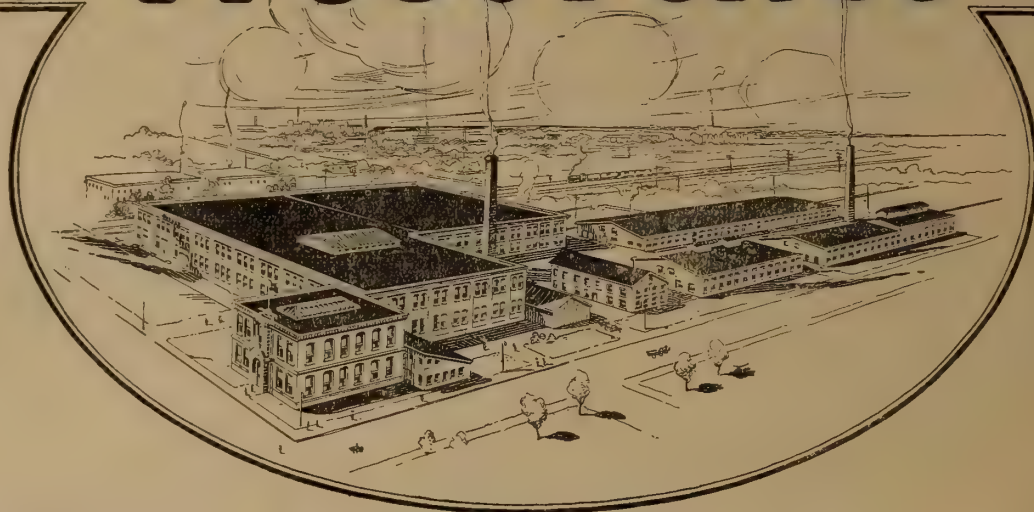
BOYCE MOTO-METER

**The Motorists Choice ~ The Accurate Boyce
Your Car Deserves One**

The
HOME
of

Frost Fence

Hamilton,
Canada



Now for a Record Year!

Frost dealers are now resolving to eclipse former achievements.

For our part at the factory we have the equipment—the production—the facilities for prompt distribution.

—Everything needed for making 1923 a better year.

Never were we better able to give prompt service and worth-while co-operation.

Above all—we have **the fence** the farmer wants—the fence with the unequalled FROST hold-tight lock, waved laterals, rust resisting wire, etc.—the fence that outsells all others because it outlasts them.

As the final link in the selling chain the Frost dealer has the power to make 1923 a record breaker.



Frost
Hold-Tight
Lock

Frost Steel and Wire Company, Limited

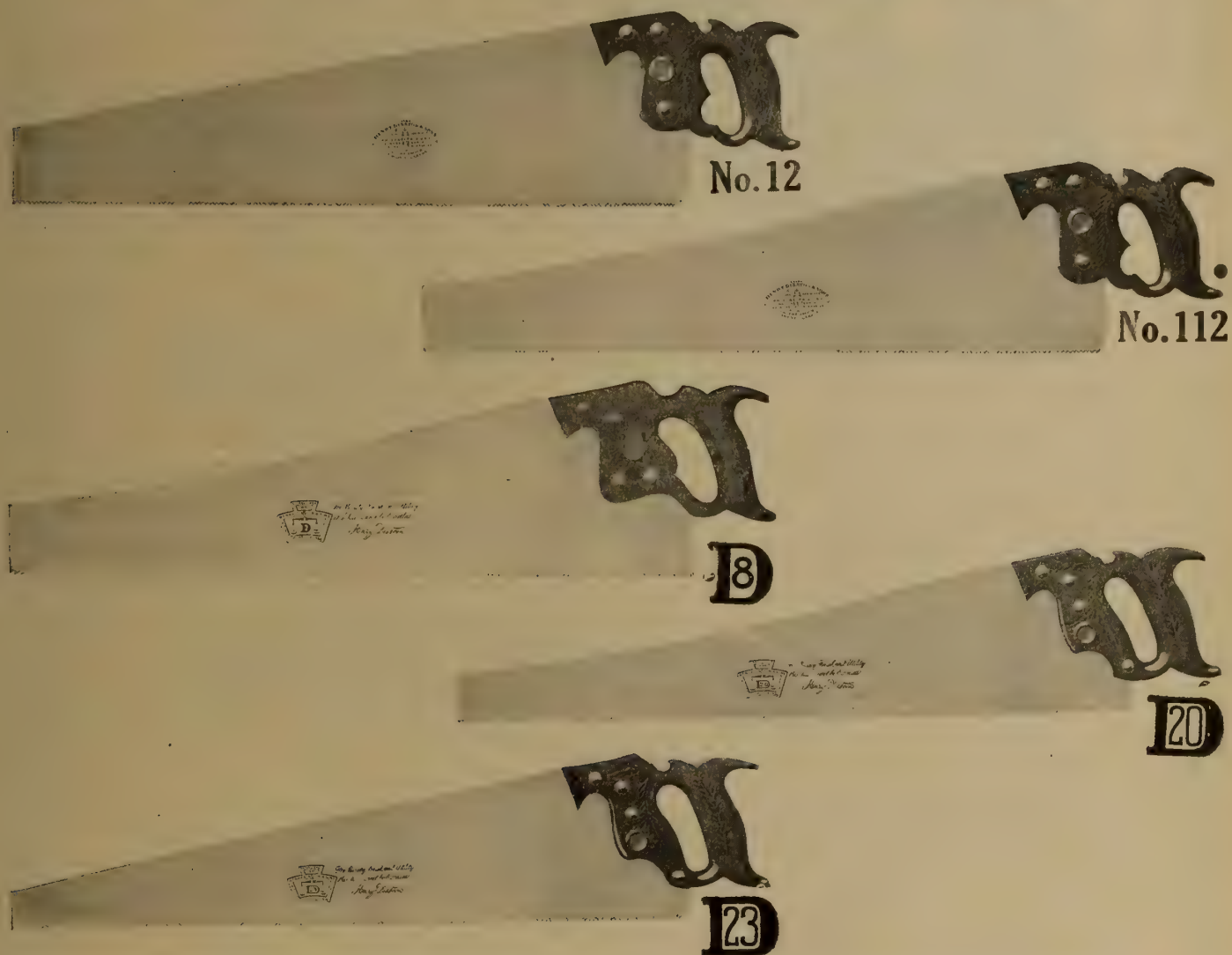
Hamilton

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Ontario

*Manufacturers Wire supplies—Galvanized and Bright Wire—
Hay Wire and Baled Ties—Woven Wire—Farm, Factory and
Ornamental Fences—Galvanized Gates.*

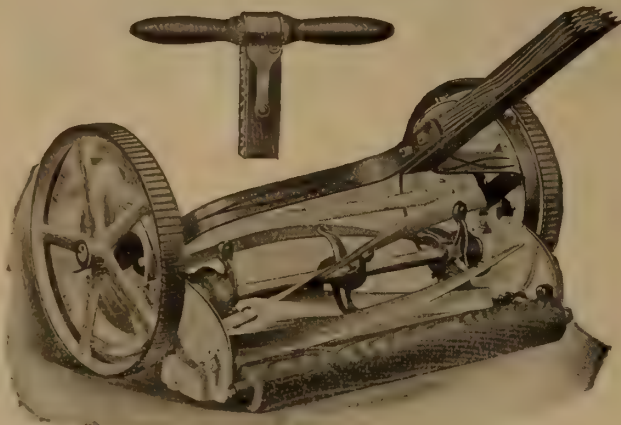
DISSTON



SOME OF THE DISSTON HAND SAWS NOW BEING MADE IN CANADA

See our Exhibit at Booths 72 and 83
Ontario Retail Hardware Exhibition.

HENRY DISSTON & SONS, LIMITED
TORONTO :: CANADA



"T.F."
Lawn
Mowers
"The World's Best"

Be Prepared for Big Business

Trade reports and advance orders go far to prove that 1923 is going to be a banner year. We are tremendously enthusiastic about spring business. Dealers can rely on all orders receiving the utmost consideration and quick deliveries.

ONTARIO RETAIL HARDWARE CONVENTION

TORONTO — FEB. 13th to 16th
 BOOTH 9

Will be our location point and we hope to meet many of our customers and those yet to be on that occasion. Our display will be well worth seeing.

Your Jobbers Can Supply You with "T.F."
 Lawn Mowers, If Not Write Us Direct.

TAYLOR-FORBES
 COMPANY - - - LIMITED

"Makers of the World's Best Lawn Mowers"

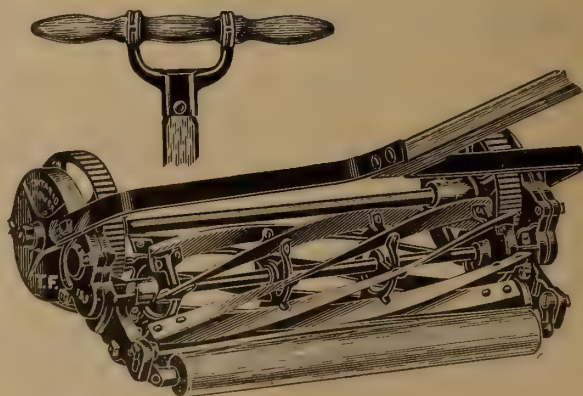
Head Office and Works:

GUELPH, ONTARIO

Toronto
 Quebec
 Winnipeg

Montreal
 St. John
 Regina

Vancouver
 Halifax
 Calgary



Subscription
Rates
\$1.50 per Year
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the United States and
Foreign Countries

HARDWARE AND ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Published Monthly
By
Weston Wrigley
Stair Building
Bay and Adelaide
Streets
Toronto

VOLUME 15

TORONTO, FEBRUARY 1923

NUMBER 2

A SUCCESSFUL ORGANIZATION

THE Seventeenth annual convention of the Ontario Retail Hardware Assn. will by all signs be the largest gathering of hardwaremen ever held in Canada, eclipsing, it is expected, the Ottawa convention in 1914 when special trains were run from Toronto and Montreal.

With over seven hundred members enrolled the organization is stronger than ever before and the thousand mark looks likely within another year. With Mutual insurances, price books, and an active secretary devoting all his time to organization work, hardwaremen are realizing, as never before, the benefits to be obtained through organization.

One of the most unfortunate things about association work however, is that so many members seem to think payment of dues is all sufficient and that returns of definite value should be immediately forthcoming. The Association is not only for the members but of and by them, and membership, of itself, does not open flood-gates of service. Without doing anything to make the association of value to themselves or anyone else, some complain of the absence of returns on their investment, not conceiving that they owe the organization something besides dues and that they can benefit from the association service only as long as they make some effort to utilize such service. The organization is for the common good; *one can profit only as he contributes.*

Every hardware merchant who can, should attend the convention at Toronto, Feb. 13 to 16, and take an active part in the discussions, the trade addresses, etc., will all be worth while and to listen to Stockdale's addresses alone will be worth the cost of the trip.

But the real value of the outing will be to get the Association spirit, the comradeship of men with the same problems as your own, and with whom you can talk things over at the dinner table, on the cars and at the meetings.

HARDWARE MUTUAL INSURANCE

HARDWARE mutual insurance is sometimes criticised by local agents who say retailers should support home industry by giving insurance to the local agent. The logical reply, of course, is that it is better to leave 50% at home in the retailers pocket than half that amount as commission to the local agent.

Many large life insurance companies are organized on the mutual plan is evidence, and before 1800 there was no other form of insurance except mutual.

Hardware men have long felt that they were being discriminated against in the making of rates and were paying too much for their insurance. In 1900 the Minnesota Hardware Mutual was organized. It prospered from the start, and by 1907 had accumulated sufficient funds to be able to return 50% to its policy holders. Attracted by the

success of this company, Iowa, Ohio, Pennsylvania, and Wisconsin organized similar companies in 1903 and 1904.

Now, Canadian hardwaremen are sharing in the benefits through the agency of the Canadian Hardware and Implement Underwriters, with representatives in all provinces from Quebec to Alberta. A total of \$12,500,000 of insurances is in force under their auspices in Canada and the premiums on this Canadian business in 1922 totaled over \$300,000.

For sixteen years the Hardware Mutuals doing business in Canada have charged board rates and have returned 50% to the insurers at the expiry of each policy, building up, in the meantime, a surplus of over \$2,000,000.

THE ERA OF CO-OPERATION

NEW and unusual friendships are being made by business men these days. The National Hardware Bulletin tells of the head of one of the largest manufacturing concerns a while ago who actually lent money to his closest competitor when that man couldn't get it from the bank! He explained that he couldn't afford to have his line of business injured by a failure.

A large mail-order house learned that a new concern was being organized to compete with it. The manager immediately asked the head of the new concern to call on him at his office. The new man was astonished to see all the books, plans, policies, etc., of the old concern spread out before him with the invitation that he make himself familiar with them. "I want you to be sure you succeed if you come into the field against us" remarked the manager of the old house. Today most advertising men include the names of competitors on their mailing lists to receive their printed matter.

Cooperation, friendliness, good will—this is the stuff that success is made of. This is the thing needed in every line of endeavor. It is safe to say that practically all progress in industry has been made by cooperation—and practically none has been made by what we usually term competition. There is room and prosperity for all of us. Let the other fellow have his chance while he gives us our own share of the road!



Bring your "Partners" to the Hardware Convention.

PUSH INCUBATOR SALES IN FEBRUARY

JANUARY and February are the months for the incubator dealer to push his line. March is the month to set hatchings for early layers, and the incubator dealer should see that he has brought his line to the attention of the poultrymen in his district.

The Hardware and Accessories man last week called on Jas. D. Soutar, Chatham seedsman and dealer in the allied hardware tools necessary for the gardener and the seed buyer, and learned that he has been selling incubators and brooders for the past fifteen years and finds them a very satisfactory line to carry.

During a half hour's chat with Mr. Soutar he gave the writer a few thoughts well worth passing along to the hardwareman carrying the incubator line.

Logically, the farmer is the prospective customer for incubators and brooders. The independent poultryman is usually not numerous in any one community, thus the farmer is the man to reach.

Mr. Soutar does this by advertising in the local press and hooking up with the manufacturer's national advertising. Advantage is also taken of circularizing prospects and advertising in all local prize lists reaching the farmer.

Sales are made from the floor and also by mail order to distant parts of the county. Sales orders have also been taken over the phone and shipment made via express or freight.

From the fact that Mr. Soutar is a seeds merchant, customers for this line bring the class of prospect most apt to be interested in incubators. In this respect he keeps samples of the machines in a conspicuous place in the store. Growing seeds and raising poultry interests the farmer at practically the one and same time; thus the incubator and seeds lines are coming into their own at this period of the year.

So, too, will the hardwareman derive a spring trade from the farmer preparing for seeding. Thus the hardware merchant handling incubators should get them well up toward the front of the store.

Prepare for March with this line and keep it humming for April—that is for the setting of the early laying birds. Then, don't forget that the incubator line is seasonable up and into July. Settings for late birds are carried on as late as this month. Thus, this line is seasonable for six months of the year.

Mr. Soutar sees no reason why a good live dealer in a fair-sized town and community should not sell from 50 to 100 incubators and brooders in a season. Poultry raising is one of the leading industries of the Dominion and, in every probability, rivals the oat crop. And the farmer is interested in both!

But sales, in most cases, should be made on the cash basis. Numbers of people couldn't operate a wheelbarrow without running off the track. Just so it is with an incubator—the careless operator forgets to turn the hatching eggs daily as instructed, or lets the moisture pan go dry, or the lamp burn out. Result—failure! Post-result—a howl from the credit customer. He comes in and “tells the world so, and also, in every probability, tells the dealer to whistle for his money.

Of course that only applies to the fellow who never mastered the wheelbarrow, much less an incubator. But it is obvious that a cash transaction spells “Safety first” when your, not familiar with all your customers engineering abilities.

Then, with the sale of the incubator, comes the follow-up with chick feeds and accessories. Later, repairs will count—new lamp wicks, thermometers, etc. All told the incubator field is no mean consideration.

But, like everything else, the line demands salesmanship. Much missionary work can be done. Introductory literature or sales talk should emphasize the importance of poultry raising. The young chick costs next to nothing to feed until well grown. Early layers lay in the season when eggs are dear. A common hen will lay up to 150 eggs in the first year—average the price at 40c and you have \$5.00. And the hen will lay for a long time yet, and afterwards sell for upwards of \$1.00.

What line offers a more advantageous opportunity for appealing sales talk? Then, if you are circularizing, if you haven't a mailing list, secure the voters' lists for the county and make up one.

A good mailing list should be in the office of every live hardware store. Dig up one for the incubator line and benefit by using it for other lines as well. You'll find lots of use for it from seed time to binder twine season—and then some.

And if you're in the incubator game, don't forget this is the month to make them hatch a flock of sales for you.

PAINT YOUR STORE FRONT

THE first thing the paint dealer must do, if he expects to realize the greatest possible volume of business from the selling effort excited during the coming year, is ‘take his own medicine, and use his own paint on his own store and residence, thus showing consumers that he is practicing what he is preaching.

The force of example is a powerful thing. We would not call in a doctor to cure us if his family was always sick.

You cannot expect others to “save their surfaces” if you who sell paint and varnish do not save our own surfaces, and protect our own property.

The force of the example thus set to consumers will stimulate business to such an extent that its cost will be repaid many times over.

Give your store and home a “once over” now and be the first to “clean up and paint up” when spring opens.

Is Your Ambition Asleep?

By Frank Farrington

YOU know what the old fellow at the crossroads said when asked what he and his cronies did to while away the time: “Sometimes we set and think and sometimes we just set.”

There are business men in that same category.

Sometimes their business goes along a definite upward track, on its way to a destination, and sometimes it just goes, aimed nowhere and likely to get nowhere.

Some men are on their way to higher positions and some are merely on their way.

Some men have hitched their wagons to stars and some have just sat on the seat and looked at the stars and hitched to nothing.

Ambition is a great thing.

I'm not sure but it is the greatest thing there is in its influence upon the success of men.

A man without ambition certainly never gets anything more than what happens to drift his way, and you know how much of a success there will be in picking up nothing but driftwood.

A man with ambition is anxious to get ahead, to better himself and his condition, to advance.

It is all a matter of trying hard enough.

Without ambition it is hard to try at all, let alone try hard enough.

Men with ambition try and men without ambition do not try, and men who do not even try, never accomplish their wishes.

Are you ambitious or merely wishful?

HARDWARE EXHIBITION

PRESIDENT MAY'S INVITATION

Once more convention time is at hand when we can forget the every day cares, and come together for exchange of ideas, giving the other fellow the benefit of our experience, and getting from him something new to be put into effect in our own places of business.

Especially to the new members and to those who have never attended our conventions an urgent invitation is extended for the reason that if you don't come we both lose. The Association was organized to benefit the entire membership and to bring us all to a common level we can grind out the grist of hardware problems that confront us.

Men of ability and long experience are on our program to help us forecast the future, and to get us in working condition for 1923. Come prepared to tell us of any new or unusual features in your business, and put into the convention whatever you think will benefit your fellow hardware dealer whether or not he has been more successful than you.

Our exposition is growing, and is going to be bigger and better than ever. Business depression of the past year seems to have had no effect on the manufacturers and jobbers who are optimistic, and are looking forward for a revival of orders.

Don't forget to bring the ladies because they will be interested in the exposition as well as he men. Tell them that the social side of the convention is being well cared for by the banquet and entertainment committees, so that there will not be any dull moments.

GEORGE E. MAY

President Ontario Retail Hardware Association

LARGEST HARDWARE EXHIBITION YET HELD

The exhibits at the Hardware Convention this year will be of value to every merchant and the number and variety will be greater than at any previous convention in Canada.

You have opportunity to see merchandise that cannot be brought to your store; you are able to compare various lines and select those best suited to the requirements of your trade. You see and learn about new merchandise which you can profitably sell.

You will meet the best salesmen of manufacturers and jobbers and gain from them valuable suggestions which you and your own men can use to advantage during the year.

Careful study of the advertisements in this issue and the list of exhibitors will enable you to select the exhibits you especially want to see, and to carry to the convention memorandums which will serve as a guide to intelligent buying from these exhibitors.

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Booth

Andrews Wide Works of Canada Ltd., Watford, Ont.	12
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E. C. Atkins & Co., Hamilton	129
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Alcock Lait & Westwood Co., Toronto	85
Aluminum Specialty Co., Ltd., Toronto	65
Boulton Paint Co. Ltd., Toronto	52
Burrowes Manufacturing Co., Toronto	148
A. S. Boyle Co., Toronto	123
Brantford Roofing Co., Ltd., Brantford	115
Barrett Co., Ltd., Montreal	107-108
Burrow Stewart & Milne Co., Ltd., Hamilton	94
Brantford Computing Scales, Ltd., Brantford	54

Braun & Bonnick, Ltd., Toronto	46
Walter Bentley Co., Ltd., Niagara Falls	2
Boeckh Co., Ltd., Toronto	30
Brandram Henderson, Ltd., Montreal	145
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Consolidated Plate Glass Co., of Canada, Ltd., Toronto	134
Channell, Ltd., Toronto	109-122
Cameron & Co., Toronto	121
Canadian General Electric Co., Ltd., Toronto	116-117
Continental Electric Co., Ltd., Toronto	77
Clay Products Agency, Ltd., Toronto	45
Canadian Buffalo Sled Co., Ltd., Preston	34
Canadian National Carbon Co., Ltd., Toronto	27
Canada Foundries & Forgings, Ltd., Brockville	3-7-8
Canada Wire & Iron Goods Co., Hamilton	4
George Cooke Co., Ltd., Toronto	6
Coleman Lamp Co., Toronto	157-158
Canada Cycle & Motor Co., Ltd., Weston	133
Chatham Malleable & Steel Mfg. Co., Ltd., Chatham	95
Dalyte Electric, Ltd., Guelph	33
Dominion Cartridge Co., Ltd., Montreal	57
Duro Aluminum, Ltd., Hamilton	62
Henry Disston & Sons, Ltd., Toronto	72-83
Thos. Davidson Manufacturing Co., Montreal	23
Dowswell Lees — Co., Ltd., Hamilton	137-138
Easy Washing Machine Co., Ltd., Toronto	26
Eureka Planter Co., Ltd., Woodstock	29
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Fletcher Reiss Brush Co., Toronto	82
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Recketts Overseas, Ltd., Toronto	13
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Black Donald Graphite Co., Calabogie	24
Canadian Laco-Lamp Co., Ltd., Montreal	47
Fletcher Reiss Brush Co., Ltd., Toronto	82
Hardware and Accessories, Toronto	145

New Business Conditions and Retail Profits

Retail Costs on Up-Grade and Profits on the Down—What is Happening to the Rate of Turnover in Retail Stores—Do Large Stores Cost Less to Operate than Small Ones.

Reproduced from "System" for February

SO far, eight complete sets of figures showing the cost of doing retail business have been compiled by altogether unbiased agencies. The Harvard Bureau of Business Research has made noteworthy studies of costs in the retail grocery, shoe, hardware, jewelry, drug, and department store businesses. Northwestern University through its Bureau of Business Research has made an exhaustive study of the costs in the retail clothing business, and the United States Government in its report of the Joint Commission of Agricultural Inquiry has also made extensive compilations covering practically the same lines of business.

Just how are the costs on the up-grade and the profits on the down? There is not space to cite all the figures. But since 1913 the net profit out of every dollar of sales in the retail clothing business has fallen from 9.6 cents to 1.13 cents in 1921; in the retail hardware business from 6.02 cents in 1913 to a loss of .82 cents in 1921; in the retail shoe business from 4.69 cents in 1913 to 1.52 cents in 1921; in the retail grocery business from 6.5 cents in 1913 to 2.5 cents in 1921; and in the retail dry goods business from 7.2 cents in 1913 to 6.4 cents in 1921.

Figures from the retail shoe business point out the reasons for this decreased profit. Harvard investigations show that the shoe business was unusually profitable in both 1916 and 1917. This prosperity was due to general business activity, which stimulated sales, and so rising prices. Dealers were able to dispose of stock carried over at selling prices which were moved up in accordance with the general upward trend in the shoe market.

With rising prices brought on during the war period, wages, usually the last item to respond to changes of supply and demand, increased. According to the Harvard figures, 8.3% of net sales went for wages of the sales force in 1919; these are the common figures, the figures occurring most often among establishments making reports.

For 1919 the lowest salary expense was 4.79%; the highest, 14.91% of net sales. The following year, 1920, the common figure, or the figure most often occurring, for wages in the retail shoe business was 9.7%. In 1921 the wages of the sales force increased to 10.8%. The shoe merchant

were still paying the high wage costs brought on by the war period.

Rents over the period from 1919 gradually climbed. While the common amount for rent in 1919 was 2.3% of net sales, the figure rose to 3% in 1921. During the 1918 and 1919 profits were also increasing. This fact is well supported by the figures of the government investigation of the retail shoe trade. But during 1920 and 1921 when expenses continued to increase—as the figures above indicate—profits were steadily on the decrease. The percentage of profits on total sales in 1919 was 9.36% according to government figures, whereas the profits fell to 3.17% in 1920 and to 1.52 in 1921.

These figures signify that during the general business stimulation of 1918 and 1919 the shoe merchant profited. When the depression of 1920 came he was in many cases over-stocked with high-priced goods which he could not sell at a profit as compared with his profit of the two preceding years. He was forced to take an inventory loss. Moreover his costs had gone up during the prosperity of 1918 and 1919. His rent, wages for his sales force, and his taxes increased. These charges did not drop.

The outstanding points shown in the Harvard investigation of the retail shoe business for 1921, covering 407 firms doing a business of from \$30,000 to more than \$250,000 a year, indicate that firms with a small volume of business showed the highest common percentage figures for wages of sales force. The advertising percentage, on the other hand, showed an increase as the volume of sales rose. Delivery expense percentage likewise was highest where firms doing an annual business of approximately \$30,000 for instance showed no delivery expense whatever. The ratio of buying, management, and office salaries to the salaries of the sales force, increased as the volume of sales increased.

The year 1921 was one in which the average retail shoe merchant showed a net loss. This was brought about by the drop in prices and the difficulty met in adjusting ex-

RETAIL GROCERY STORE OPERATING EXPENSES IN 1919 Net Sales=100%

	Percentage
Wages of Sales Force.....	4.9
Advertising	0.2
Wrappings and Other Selling Expense.....	0.6
Total Selling Expense.....	5.9
Wages of Delivery Force.....	1.4
Other Delivery Expense.....	1.0
Total Delivery Expense.....	2.4
Buying, Management and Office Salaries.....	2.0
Office Supplies, Postage and Other Management Expense....	0.1
Total Buying and Management Expense.....	2.1
Rent	1.1
Heat, Light and Power.....	0.23
Taxes (Except on buildings, income and profits).....	0.2
Insurance (Except on buildings).....	0.15
Repairs of Store Equipment.....	0.07
Depreciation of Store Equipment.....	0.27
Total Interest.....	1.0
Total Fixed Charges and Upkeep Expense.....	3.2
Miscellaneous Expense.....	0.5
Losses from Bad Debts.....	0.3
Total Expense	14.6

RETAIL HARDWARE STORE OPERATING EXPENSES IN 1919 Net Sales=100%

	Percentage
Wages of Sales Force.....	6.02
Other Selling Expense.....	0.7
Total Selling Expense.....	7.0
Delivery Expense	0.7
Buying, Management, and Office Salaries.....	4.0
Office Supplies, Postage and Other Management Expense....	0.3
Total Buying and Management Expense.....	4.4
Rent	1.7
Heat, Light and Power.....	0.4
Taxes (Except on buildings, income and profits).....	0.5
Insurance (Except on buildings).....	0.4
Repairs of Store Equipment.....	0.1
Depreciation of Store Equipment.....	0.3
Total Interest	3.3
Total Fixed Charges and Upkeep Expense	7.0
Miscellaneous Expense	0.9
Losses from Bad Debts	0.5
Total Expense	21.0

penses to meet the conditions of the business crisis of 1920. Although the average net profit was small in 1920, the year the crisis occurred, it was the year 1921 which showed a common figure for net loss. Part of this net loss for 1921, should be pointed out, probably should have been taken in inventory depreciation at the close of 1920.

In eight years clothing profits dropped from 9.6 cents out of every sales dollar to 1.13 cents out of every sales dollar in 1921. With the single exception of 1919, when the profit per sales dollar was 7.9 cents there was a steady decline in retail clothing store profit. The recent government inquiry substantiates these figures.

Clothing trade figures were studied by the Northwestern University Bureau of Business Research. Every detail of the retail clothing trade was examined. The figures cover the year 1919 but not the years 1920 and 1921. The figures obtained by the Northwestern University Bureau of Business Research substantiate those of the government investigation.

Yearly percentages of total expense increase as the clothing stores increase in size and are larger for stores in large cities than for stores of the same size in small cities.

Capital turnover in the retail clothing trades shows a steady increase from 1914 to 1919, while the annual rate of capital turnover is slightly higher for stores in large cities. It was found that the larger the sales, the longer the stores had been owned or operated under one management.

The clothing investigation found also that the large stores are taking every opportunity to study store operation and to cut costs. Perpetual inventories are more commonly kept by the large than by the small store, and the larger the store the larger the proportion of them which keep stock records.

In summarizing some of the Northwestern University clothing investigations, the director of its bureau finds that as clothing stores increase in size the number of purchases for each \$100 of total net sales decrease; stock turnover and capital turnover increase; rent per \$100 of total net sales, when the stores are classified by location, decreases; wages and salaries per \$100 total net sales increase. The figures on which these conclusions were reached were drawn from 36 states, located in cities of varying size; they apply to a pre-war, war, and post-war period. The bureau director believes that underlying trade and expenses tendencies have emerged out of the mass of figures and that a real trade barometer has been established.

In the study of the drug business, the Harvard bureau finds that prescription and proprietary medicine sales together commonly amounted to only one-third of the total sales. Clearly this indicates that the drug store is becoming

more and more a small department store of a special classification. The sales of toilet articles, rubber goods, candy, cigars and tobacco, soda, and other articles are giving the drug business its volume of sales.

The percentage of total expense to sales is apparently dependant upon the manner in which the business is managed, rather than upon the volume of sales or upon the size of the town or city in which the store is located.

The largest item of expense in the retail drug business, it was found, is ordinarily the wages of the sales forces. According to the Harvard report for 1919 this figure varied from 7% to 20.8% of net sales; the common figure was 12% and should be therefore, the standard for any individual merchant to measure his expenses for his sales force.

The common figure for gross profit in the drug establishments investigated was 34%; the the common figure for total operating expenses for 1919 was 27.6% of net sales, leaving a common figure for profit of 6.3% of net sales.

In the grocery business during the last eight years the cost of merchandise has increased, as well as the total operating expense, thus cutting down the margin of profit. For 1921, 2.5 cents out of every customer's dollar went to the profit column, while in 1913, 6.5 cents of every customer's dollar went for profit.

The Harvard figures indicate that the ratio of total operating expenses in retail grocery stores to sales has declined. This means that while the expense has increased, it has not increased as fast as the receipts from sales have risen.

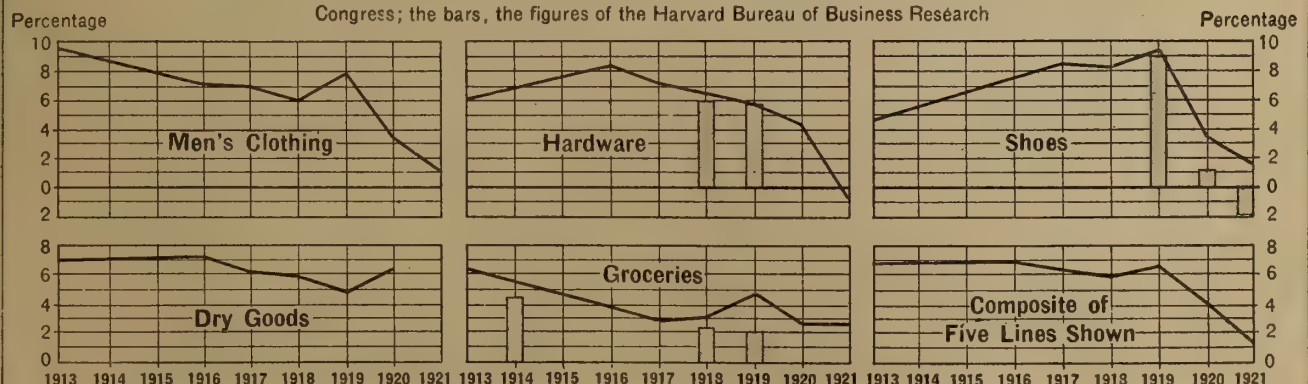
Naturally the question of delivery expense is vital to the grocery business. The delivery expense as a percentage of net sales was high in comparison to the delivery expense in shoe stores, for example, but the expense for sales force was much lower in the grocery business than in the shoe business, basing the comparison on the business of 1919, a year in which the Harvard Bureau made investigations for both kinds of retail business.

The hardware business, according to the figures of the government inquiry, showed a loss in 1921. This may be attributed, as in the case of decline in profits in other lines of business, to depreciation on inventory and to the fixed costs established at the time of prosperity in 1919.

The Harvard Bureau, in 1919, made a study of 155 retail hardware stores, scattered in 35 states. Thus the investigation was typical of conditions over a large area. Opportunities for improvement in the accounting methods of hardware stores is as great as in the retail business generally, according to the Harvard investigators. The lack of figures apparently kept many merchants from making reports. As methods of accounting in retail hard-

NET PROFITS

In each chart the lines show the figures of the Joint Commission of Agricultural Inquiry of the Sixty-seventh Congress; the bars, the figures of the Harvard Bureau of Business Research



ware establishments improve, the bureau at Cambridge hopes to make its studies more accurate barometers in retail hardware costs. In an earlier report Harvard studied figures from 218 retail hardware stores. This earlier report likewise showed the effect of poor accounting methods in the retail hardware business; however, it may be said in its behalf that the retail hardware business is not alone in the lack of accurate accounting methods. There is perhaps greater need for strict accounting in the hardware business, for hardware merchants alone show a loss in doing business, according to government figures for 1921, a year for which the Harvard figures are not yet available.

Where hardware merchants received 6.02 cents out of every consumer's dollar in 1913 and 8.3 cents in 1916, they took smaller and smaller percentage of profits in ratio to sales volume steadily from that year. Where in several other lines of enterprise profits were exceptionally high in 1919, the hardware dealers took only 5.84 cents of every sales dollar. In that year the clothing merchants took 7.9 cents of every sales dollar; the shoe men, 9.36 cents. It is likely that the hardware merchants' loss for 1921 was a book loss, because goods purchased during the high prices prior to the slump of 1920, had to be inventoried lower than cost; therefore some of the loss was in reality incurred during 1920.

Space permits little opportunity for extensive comparisons, but it is enlightening to compare for a moment the figures on shoes and hardware gathered by Harvard for the year 1919. Shoe merchants spent 2.3 cents out of every consumer's dollar for rent; hardware merchants 1.7 cents. This ratio is typical of many of the comparisons in the two lines of business. While shoe merchants were paying a total selling expense of 10.3 cents out of every consumer's dollar, the hardware merchant was paying a total selling expense of only 7.0 cents out of every consumer's dollar. Yet the shoe man's profit was almost twice as large as that of the retail hardware merchant.

Jewelry store expenses were also studied by the Harvard Bureau. For 1920, 182 retail jewelers made reports to the Bureau; these stores were located in 39 states and Canada, with aggregate sales in that year of \$13,780,000. The net sales of individual firms ranged from \$2,600 to \$1,500,000, while two-thirds of the stores reporting had net sales of less than \$50,000. It was found that the total expense of doing business or total operating expense was 32.7% of the sales volume; the largest single item of expense was that of the sales force, 9.8% of the net sales. The common figure for net profit was 6.4% of the net sales. These figures apply to jewelry sales, not to repairs.

More than 300 department stores co-operated with Harvard in studying costs of doing business for 1921. The results show that department stores paid 15.4% of sales for wages of sales force. This is considerably higher than the percentage paid for wages in the shoe business in the same year. On the other hand, rent was lower for the department stores than for the shoe stores. The total expense for carrying on the department store business for 1921 was 27.8% of sales, exactly the same figure that the retail shoe merchants found their business cost them in that year.

Costs of doing business in percentages of net sales, according to the Harvard figures were higher for department stores in 1921 than in 1920. The gross margin of profits was higher in 1921 than in the preceding year, but the net profit in percentage to net sales was less because of increased expenses.

The department stores which made reports for both years showed an increase in net sales of 4.3%. This figure was

in contrast with the net sales percentages for the retail shoe and retail grocery business, for the retail shoe merchants showed a loss of 9% in net sales in 1921 as compared with 1920; the jewelers showed a net sale decrease of 15% in 1921 as compared with 1920.

The outstanding significance of these studies made by such research agencies is that the retail merchants of the country are willing to accept them for the benefits they may receive. These studies have been made by investigators under the direction of such men as Melvin T. Copeland of Harvard Graduate School of Business Administration, and Horace Secrist, director of the Bureau of Business Research of Northwestern University.

If a merchant in any city wants to find out what it is costing merchants in cities of the same size over the country for wages or advertising, he has the facts available. If a merchant doing a \$100,000 clothing business wants to know what other firms doing a similar volume are paying for rent, he can find the facts in the clothing study.

Reports such as these published by Harvard and Northwestern Universities are indicators for managers. As the merchants are more willing to cooperate with such research agencies and as better accounting methods are generally adopted, clearer interpretations of business conditions can be given.

WILL EXHIBIT BRANSTON GENERATORS

An exhibit that should be studied by every Hardware Dealer visiting the Retail Hardware Convention is that of the Chas. A. Branston Limited, manufacturers of the famous Violet Ray High Frequency Generators.

A few Hardware Dealers throughout the Province have been handling this line for some time, with great success and satisfaction. The Branston Company is entirely Canadian and do a large export business to nearly every part of the civilized world. They attribute a great deal of their success in the export business to the fact that no other manufacturer of Violet Ray Generators in the world has to build his generators under such severe rules and specifications as those required by the Hydro Electric Power Commission of Ontario, before they will grant an approval number. For this reason Branston Generators are superior to any others made anywhere.

Branston Generators will, from a medical standpoint, always do all that is claimed for them. A dealer has only one point to impress on his customer, and that is, that a Branston Generator must be used regularly in order to obtain desired results. Even an electric washer is no good in the home unless it is used regularly.

Many dealers find that there is no surer way of making a permanent customer than by selling him a Branston Generator. People like to talk of nothing better than of their various illnesses and what cured them, and when a man talks of what cured his rheumatism or some other sickness, he mentions the dealer's name from whom he bought his Branston Generator.

It takes a little work to sell the first dozen or so Generators, but after that, they get talked about and the dealer finds his sales coming in without very much effort.

Nineteen-twenty-three Merchants must be better Merchandisers. Get in line by attending the Retail Hardware Convention.

Business Men and Trade Associations

One of a Series of Articles on Business Management Written for "Hardware and Accessories" by G. W. Hafner, Auditor and Industrial Engineer.

AN analysis of the reports sent out by mercantile agencies leads to the very definite conclusion that, while some business failures may be accounted for by lack of capital, unwise credits, extravagance and fraud, the vast bulk, the overshadowing majority of business mortality is caused by this one thing alone: Lack of adequate, accurate and complete information relative to business facts.

This is the canker which is gnawing at the vitals of business! This is the dread white plague of commerce! This is the thing that saps the energy and wastes the frame of industry! This: That every business man has methods of his own, which he knows in his heart to be insufficient, yet jealously holds to and attempts to justify; that every merchant and manufacturer bases his conclusions and forms his judgments upon information which, except in rare instances, cannot be depended upon; that the days which should be given to perfecting business operations are passed in guessing at facts, or in mourning over lost profits; that business men blind themselves to the great, changeless and inevitable truth that there is but one way in which to form any just conclusions of whatever nature, and that is upon a basis of proven facts.

You cannot juggle with economic forces. Facts *must* be faced. Efficiency *must* characterize the performance of your organization. Analysis *must* prevail instead of guesswork. Tradition *must* be abandoned in favor of knowledge. A clever lawyer may be able, by juggling of words, to persuade a jury that two plus two make five; a writer may be able to make his public believe the incredible; a physician may be able to convince a perfectly healthy patient that he is ill; but the business man who does not secure and use the right sort of information can deceive no one, not even himself. The business fails, and he pays the penalty. If he makes a mistake, he cannot hope to conceal it by luck or cleverness. Luck is always on the side of knowledge.

Remedy for Business Failures

Now, the remedy for this condition lies in the ability to *see* the facts of your own business, and of business at large, in their true light. And the most important and far-reaching cause of successful enterprises is this same ability. To be able to buy and sell—but what purpose does buying and selling serve, if no profit accrues from the transaction. To be able to compete—but what is the use of such competition as affords you no return on your investment. To be able to maintain an organization—indeed, what is the use of staying in business, if you do not accomplish that for which the business was established. But to be able to *see* the *facts* of business is to gain control of your affairs, whereby your buying and selling is put upon an exact, scientific basis.

Besides, in your business, you want to very often be able to see in the dark—to forecast. That's the great gift of all to a business man—to be able to judge, on a basis of proven information, what the probable outcome of any undertaking will be. But at any rate, we want to see, no matter in *what way*, so only we can *see things as they really are*. Very few men in business have been able to do this, as witness the chagrin, the disappointment, the financial loss immediately following July 1920, when prices

went on the toboggan. If you will believe it, we should soon make industry and commerce an entirely different field of endeavor, if we could get but a little—ever so little—of the Dervish's ointment in the Arabian Nights, not to show us the treasures in business, but the *facts* of it.

Knowledge versus Guesswork

Marketing will never be raised to its rightful place, until we are able to know more about facts of demand and supply. Take the rubber tire business, for instance. It has gone through a most disastrous two years, on account of overproduction and excessive stocks, all of which might have been avoided had there been a comprehensive knowledge of such stocks. The candy industry is in a like predicament; one large manufacturer of confectionery being caught with a stock of sugar valued at \$3,000,000 when the break came in July 1920.

In some industries these things are fairly well known, and considerable progress has been made toward providing a scientific basis upon which to proceed. But these are in the minority. A census of marketing is as much needed as is a census of manufacturing, and the time will undoubtedly come when we will know the volume of business in each locality by commodities, and perhaps separately for the different channels of distribution. This will give the knowledge needed for laying a scientific basis.

What we need is "standards" in business. There is one, and only one, best way to proceed under any conceivable set of conditions, and this best way should be developed and become the standard. You are familiar, of course, with the progress that has been made in determining the best method of grading wheat and cotton, and developing the use of standard sizes, standard grades and standard containers. Much the same method is required in dealing with operating and sales performance and with expense. Every trade greatly needs a standard expense classification. When the business man can know, both in manufacturing and marketing, what a good man can turn out, what business a good salesman can produce, what should be expected from each square foot of floor space, what pulling power may be expected from each dollar's worth of advertising, and what the standard of expense is for each item, or group, he will be in a position to conduct his business more efficiently and establish selling prices more intelligently. This will insure the largest returns to himself and the best possible conditions for the industry as a whole.

Developing Business Intelligence

Now, it is evident at once that the way to set these standards is through research. Research is commercial scouting. Its duty is to map out the business field systematically and suggest points of attack. It stands back of the firing line, ready to supply information regarding plans to be followed, and the progress operations should make. You cannot hope to win merely by the willingness to buy and sell. You must know the *conditions* of buying and selling. For you market and trade and expense analyses are as important as the mere mechanics of buying and selling. You should be aware of the relation of your business to the industry as a whole. You must find new markets, make changes in old policies, and revise old methods to suit new conditions.

And it is just here that your trade association comes in—it should play a large part in this new advance. From the

standpoint of the necessities of the individual situation of every business man, you cannot afford to be without a plan by which to determine the facts of your own business. But there is a larger view to be taken of this subject. Co-operation is the keynote of the times. On every hand business men with a community of interests are joining hands to do those things together, which separately they are either powerless to accomplish, or can effect with only partial success.

The day has passed when the individual business man could stand alone. It was not long ago when trade associations could not live because of mutual jealousies. That is no longer the case. Now business men are coming to look upon their industry as a whole. They have discovered that they don't live alone. Individuals are learning that, irrespective of how well their own business is conducted, they cannot succeed in the long run, unless and until the entire industry is put upon an efficient basis. Business men today realize that confidence must be centered in business as a whole, and not merely in the individual concern. They are beginning to understand that what hurts one hurts all; that business as a whole finally regulates their individual endeavors, their individual profits, their individual successes.

Your trade association is the most effective means you can possibly employ for developing the highest grade of business intelligence. The broad knowledge that results from having always available assembled figures from many sources, and covering a wide area has come to be recognized as an essential factor in the proper control of business. And the supply of information, for the purpose of forming a composite picture, and the use of this picture as a background against which to compare an individual business, requires genuine co-operation between many persons, and it involves a definite and proper function on the part of your association. This is the way to get the right kind of information and help if you really want it.

The Business Man's Clearing House

There is a persistent notion still prevalent, throughout industry and trade, that business as a whole bears no very close relation to our own individual concerns; or, at least, that it is something too big and too remote to be influenced by the wish and action of the individual business man. Nothing is further from the truth. What we should realize—what we have got to get into our heads—is that business as a whole is the one BIG BOSS; that business as a whole finally regulates the success of each individual concern; and that if those who want good business will only get together on some common basis of mutual understanding and co-operation they can win hands down.

Apply this to your own trade association, and see what conclusions are reached. *The machinery of your association can be set into motion in any direction you choose, and can be kept in motion by you and by you alone.* The officers of your association cannot possibly break up tradition, habit and inertia, unless backed by you. No matter how capable and well-intentioned the officers you elect may be, they cannot accomplish the big things to be done without an informed fearless and determined rank and file behind them—and not very far behind them. In short, YOU are the master of the situation.

Men with vision see in their association a picture of a complete and rounded example of a business man's clearing house, or bureau of standardization. They have discovered that, in exchanging experiences, information, data, statistics, they got back a double return, profiting both by the act of giving and by the act of receiving.

A new spirit of co-operation in industry and trade, an instrument for gathering, analyzing, compiling and disseminating vital business information, and men with a vision for the use of this instrument—these are the things that make up any trade association worthy of the name; the things which cause any association of this character to be an especially vital and significant factor toward making American industry indisputably the most effective in the world.

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The Question Box Discussion

Ten Live Questions for Discussion at the Ontario Retail Hardware Convention

QUESTION 1

To stimulate business I have been putting on sales, called "Saturday Specials," at reduced prices, advertising chiefly by window display, prices being positively good for that day only. To give variety some lines selected are carried by other dealers in my locality, who claim practice is unfair. I am not a price cutter, believe in price maintenance, and wish to live on best terms with my fellow-dealers. Am I justified in this practice, which is common with departmental stores and other large dealers in hardware lines?

QUESTION 2

Has any members tried putting a special man or clerk from the store on a house to house canvass, in the introduction of new or seasonable lines. If so, what has been the result? Would canvassing among farmers help overcome catalogue house competition?

QUESTION 3

Are manufacturers of automobile tires justified in refusing to sell hardware stores at dealers' prices, claiming it would be unfair to garages and tire dealers. This in view of the fact that hardware men have been selling tires and accessories as long or longer than the garage man?

QUESTION 4

What success have hardware dealers had in adding toys to their regular line. What lines are suggested as being particularly adaptable, and what lines should be avoided?

QUESTION 5

What is the plan to meet competition on the part of retail stores, operating under the name of wholesale and retail, who, being on the jobbers' list on many lines, use their buying advantage to the detriment of other hardware retailers in their vicinity, by advertising certain lines to consumers at prices which dealers who have to buy at regular wholesale prices, cannot meet without a loss. Are preferential prices to retailers really advisable?

QUESTION 6

What success have dealers had in handling radio supplies. Is the line stabilized enough to make a profitable seller?

QUESTION 7

Certain lines, particularly aluminum ware, is sold by college students during summer vacation from house to house at prices less than ordinary metal. Is this fair to the regularly established hardware trade?

QUESTION 8

In this city of 22,000 there are plenty of hardware stores to take care of all the needs. Cannot some arrangement be made with jobbers and manufacturers so that hardware lines and particularly tinware, etc., will only be sold through recognized hardware and stove and tinware stores, instead of having every other grocer in the town meddling in same?

QUESTION 9

Certain lines of goods, such as Stewart's horse and sheep clippers, are sold regularly to consumers at list price, and discount to the retailer is 25 per cent. To this cost must be added the sales tax of 2½ per cent. and also cost of laying down. Figuring a low overhead of 20 per cent. of selling price, the net profit to the dealer is approximately 3 per cent. of his selling price, which is too low. Should not the list on such lines be advanced to allow a trade discount of at least 30 per cent.?

QUESTION 10

Many lines of goods formerly sold only through hardware trade are now being sold by dealers in other lines. To offset this, what suitable lines could be added by hardware dealers to maintain or increase turnover? Would members making suggestions please state results?

Can You Answer These Trade Questions

Series of Questions Being Discussed by at Association Group Meetings.

Working constantly for the betterment of its members the Wisconsin Retail Hardware Association has issued a questionnaire for use in group meetings which is of practical value to every hardware dealer.

These subjects might to advantage be taken up by hardware clubs in Canadian cities. The Questions follow:

Analysis of Costs and Profits

1. What is profit? Is a "Gross" profit possible?
2. Upon what factors does your "Net" profit depend?
3. How can the "Net" profit be increased?
4. How would you proceed to reduce your expense account?
5. How do you arrive at your cost of doing business?
6. How do you determine the margin that your goods should carry in marking them up?
7. How is rate of turnover of stock estimated?
8. How can "Net" profit decrease when your sales volume remains the same?
9. Do you analyze individual lines for turnover, and for "Net" profits?
10. What is the best paying line in your store? Why?

Better Buying Methods

11. What is the first requisite in successful buying?
12. How do you study the needs of your community?
13. Who does the buying in your store? Why?
14. Do you keep copies of all orders? Are they priced?
15. What price comparisons do you make when placing orders with salesmen in your store?
16. Does your Want Book show the quantity of your last purchase, the date, the price you paid, and from whom it was bought?
17. How do you handle quotations and special prices received?

Advertising and Display

18. How much should the average hardware store spend on their advertising? What percentage of sales?
19. In how many different ways do you advertise, and what is your experience with each?
20. Are you using a store paper? What are its possibilities?
21. Do you have a mailing list? How was it compiled?
22. Do you have a prospect file? How do you get prospects, and what is your method of follow up?
23. What is the purpose of a show window?
24. Have you a plan in window trimming? What is it?
25. How often are your windows changed?
26. Do you couple up your window displays with your advertising?
27. Do you assign the window trimming to one man?
28. Are the backs of your windows open or closed? Why? How do you keep them from freezing in cold weather?

Interior Store Displays

29. What are the principal considerations in the arrangement of your stock?
30. Is the use of sample doors on shelving advisable?
31. What is the best method of displaying household utensils?
32. Do you favor show cases in the middle of the store or along the sides?

33. Are stoves along the aisles properly displayed?
34. Is the second story a success as a show room and sales floor, and for what lines?
35. What are you doing to encourage Women's trade?
36. Do you have 5-10 or 25-cent counters?
37. Are you adding new lines to increase sales volume?
38. Is a discount for cash an aid to greater cash business?
39. Are "Special Sales" to be recommended in the hardware store? When and under what conditions?
40. Are you using "Store Meetings" to raise the efficiency of your store force? How conducted?

Accounting and Collections

41. What is it you want to know about your business from day to day?
42. To what extent do you analyze your business from the figures shown on your records, and how often?
43. What are the advantages of monthly bills or invoices to every charge customer?
44. How are your daily sales recorded? Credit? Cash?
45. Who in the store should keep the books, the proprietor or the hired helper?
46. Which do you prefer, Credit or Cash Business? Why?

Give Yourself a Square Deal

By B. C. Forbes

WE all want to get more pay. Whether we work behind a counter, at a desk, in the Shop or out in the open we want the largest possible reward for our work.

When we buy goods and when we buy labor we demand a square deal. We want an honest yard for a yard, sixteen ounces for a pound, sixty minutes for an hour. By paying for quality, we have a right to expect quality.

But, don't forget that we must give the same genuine quality and the same full-measured quantity as we want to get. The best way to get a square deal is to give one.

We are all employers; for we all buy and consume what the labor of others produces. Each one of us, too, is his own employer, for each determines, by the quality and quantity of his work, what pay he shall receive; for whoever employs us looks for worth, for full value, from us. And only by giving good value can we give not only those who employ us, but *ourselves*, a square deal.

What we do, how well we do it, determines what we get out of life. What we earn and how we spend it determines in large measure the comfort, the pleasure, the satisfaction we enjoy. If we spend all, giving little thought to tomorrow, tomorrow will give us little in return.

Achievement costs. To succeed, we must pay the price. We must keep an eye on the future, and a restraining hand on today's expenditures. If we give no care to how we use—and save—our money today, we will have cares aplenty by and by. To live for today alone cheats ourselves and ours of a happy future.

The world owes you a living, and more, but you have to go about the energetic collecting of it in the right way. No one can cheat you of what is rightly yours unless you first cheat yourself. Don't narrow your life and your prospects by spending as little as you can of your labor, your zeal. Throw your best self into everything you do, and your best self will develop, ripen, get better every day. Enjoy life; but learn that lasting enjoyment comes, not by living up to your income, but by thinking, planning, *saving*—thus giving your future a square deal.

Remember, tomorrow will soon be today.

Special Sales Stimulate Hardware Trade

Perry F. Nicholls, Manager Sales Promotion Service, National Retail Hardware Association, Tells of Satisfactory Experiences of Many Retailers.

AFTER running specials for about six months our sales of household wares are four or five times as great as formerly," writes H. C. Waters & Company who add: "These specials also tend to stop women from going to the 10-cent store for kitchenware."

The National Retail Hardware Association recently studied the experiences of more than 60 representative hardware firms in towns of 500 to 500,000 which regularly hold one-day sales of special merchandise. The study showed practically all in agreement with Mr. Waters that such sales are an excellent means of winning and holding women's trade.

Here and there a dealer was found who couldn't see that such sales had ever benefitted him. In most such cases, however, the fault appeared to lie in the method rather than the means. For instance, a few dealers merely take goods out of stock and make only a small price reduction. This is not conducive to success. Buyers want fresh, attractive stock and the bargains must be real ones.

One or two dealers regretted the seeming necessity for the staid hardware store to descend from its dignity sufficiently to adopt a plan which savors somewhat of circus advertising. This objection is aptly answered by O. L. Davis of the Nagell Hardware Company, who says: "Study the department store and the 5 & 10's. They're the most scientific merchandisers in the country."

Dealers Awake to Possibilities

The fact that the majority of the firms studied have been running specials only a few months to a year and a half indicates that hardware dealers are awake to the possibilities of such sales.

The additional fact that other stores have been holding such sales for 10 to 35 years indicates that the plan is fundamentally sound and that the dealer who tries them out shows good business sense.

In addition to winning and holding the trade of women, our study brought out that specials—

- (1) Increase the prestige of the store.
- (2) Stimulate sales on dull days.
- (3) Lead to other sales.
- (5) Familiarize prospective customers with a store—its arrangement, clerks, and stock.
- (6) Educate customers to buy other merchandise.

Specials Build Store Prestige

An objection sometimes made to holding special sales is that they destroy the prestige of a store and that patrons lose their confidence in a store which holds them.

Practically all dealers who have tried them out disagree with this opinion, provided a uniformly high quality of merchandise is maintained and *real* bargains are offered.

Far from losing standing, many dealers have found that specials add to the good will of the store. The Weeks Hardware Company says, "Customers appreciate good values offered in sales and they help to create good will."

Specials unquestionably keep a store before the public in a favorable light. And the newspaper advertising and the word-of-mouth advertising of those who have bought the specials add new customers who come not only for specials but for their regular purchases.

Another objection sometimes raised to specials is that people will come in after the sale and want to buy the same

merchandise at the special price. Most dealers agree that this does happen occasionally but that except in rare instances customers accept without any ill feeling the owner's explanation that the special was for one day only and that it would not be fair to others to sell later at the reduced price.

The final objection that sales of the same and similar merchandise will fall off following a special is refuted by the experience of a large majority of those in our survey. A few conceded a temporary decrease due to the fact that "customers are well supplied." Others could see no change in either direction.

More than 50 per cent., however, answered that due to the newspaper advertising and the word-of-mouth advertising of those who bought specials there was an increased call not only for the same merchandise but also articles of a similar nature.

With proper direction special sales can also be made to stimulate business on dull days. Minard & Company, report that through the use of good specials Monday which was formerly their poorest day, has become almost as good a business day as Saturday.

Although experience shows that the margin on specials must generally be lower than on regular lines, the rapid turnover of the money invested means that most of this margin is profit. Sales totaling \$150 to \$500 with a margin of 15 to 20 per cent. are not unusual, even in small towns. Cities of ten to fifteen thousand report sales running up to \$2,000 with a similar margin.

Moves Other Merchandise

But by far the greatest advantage of specials is the fact that they lead to the sale of a great deal of other merchandise. These additional sales are brought about in several different ways.

In the first place, purchasers often wander through the store and in many instances buy additional goods right on the spot. When you consider that a special will draw anywhere from 150 to several thousand buyers—depending on the size of the town and the desirability of the bargain—you can readily see the possibilities opened up for such sales.

Dealers report immediate purchases running as high as \$45, to individuals who came to buy specials and were attracted by other goods. And extra sales totaling several hundred dollars frequently result.

In other cases merchants report that sometimes as long as six months afterward a customer will buy an article seen at the sale. And if the salespeople are awake to their jobs they get a line on prospects for many such articles as washing machines and electric sweepers which can be followed up by direct advertising and personal calls and many sizeable sales made.

More far reaching in its effect is the fact that these shoppers become familiar with the store—its physical arrangement, its sales people and the stock. Not only do they see many an article which they didn't know you stocked, possibly didn't know existed, but they come to feel at home in your store and pretty soon they are your regular customers, returning again and again to fill their regular needs.

The wise merchant arranges special methods to lead

shoppers for specials through as much of the store as possible. Two firms—E. M. Mulliken & Sons, and Weingart Hardware Company, have excellent systems for doing this.

The former places all of his stock—except that in the window—at the back of the store. When a customer comes in for the special a salesman walks with the customer back to where the specials are displayed. He takes the customer through the main aisle along which other merchandise is displayed. This gives the salesman a chance to show other merchandise and make a sales talk while walking through the aisles.

Weingart Hardware Company displays its specials on tables in the center of the store. The customer picks out the items she wants and the salesman gives her a slip listing the items. The customer then goes to the second floor to pay for the items listed. This gets her all through the store.

The second plan is best probably where there are large crowds. During a recent sale of the Weingart Hardware Company, 84 people came through the front door in five minutes. But Mulliken's plan is fine when they come in more slowly.

Displays Important

Merchandise display is unusually important during a sale. Goods you are particularly anxious to sell should be prominently displayed, preferably on tables where customers can see and handle them. The closer the display is to the special the greater the chance they will sell. *Each* article should be plainly priced. Customers will do a large extent wait on themselves under these conditions.

Several dealers make it a practice to display nearby goods similar to the special. For instance, one man made a special of brooms. Nearby he displayed higher-priced brooms, dust pans, mops, and floor oils all regularly priced. In addition to selling a gross of brooms at a special price, he sold two and a half dozen higher-priced brooms and other goods in proportion.

Another dealer makes it a practice to display seasonable goods near his special. Last spring, for instance, he was in this way enabled to greatly stimulate his seed business.

The Chancey Hardware Company, makes it a practice to display slow sellers at a reduced price in the vicinity of specials and finds that many of them can be closed out in this way.

Most dealers instruct their salesmen to call attention to other merchandise. A few find that the rush of the special takes the salesmen's time so that they haven't time to suggest other merchandise. This is generally those firms whose specials are for a limited number of hours—say 9 a.m. to noon. Perhaps a solution for this is to run the sale all day.

Hill Hardware & Paint Company, has an excellent plan for these suggestions. This firm decides in advance on one article that each salesman is to suggest to each purchaser of a special. For instance, one week each salesman called attention to a certain type of washing machine.

Of course care must be used in making suggestions. Customers must not be urged to buy. Over anxiety to make additional sales causes people to stay away from future sales.

Still another result of specials is the education of customers to buy other merchandise similar to the special. For example, if a customer buys a glass baking dish as a special and likes it, she'll want others and will buy them at the regular price. Dealers were practically unanimous in saying that this is one of the very tangible results of specials—provided the dealer *maintains a high quality* in his special.

SELLING BY ALARM CLOCK

A store in the east drew a big crowd to a spring sale by the giving of alarm clocks as prizes. In advertising the sale it was announced that a number of fine alarm clocks would be placed about through the store, all being set to ring at different periods throughout the day. When a clock rang, it was to be presented to the customer who happened to be standing nearest to it.

As this was an important sale, still other devices were used to attract crowds. An inducement was thrown out to young people planning to be married later in the season by the offer to store for them until a convenient date anything they might purchase at the sale.

A gift was to be made to each one of the first hundred men and women at the store on the morning of the sale. This plan brought a crowd to the front of the building before the doors were opened.

SUGGESTED SPECIALS FOR 1923

JANUARY

Aluminum sauce pan
Enamel dish pan
Small cast iron fry pan
Hammer for household use

FEBRUARY

12-qt. galvanized pail
Bread box
Broom
Gem tin

MARCH

Aluminum percolator
Step ladder
Dust pan
Hack saw frame
Dustless mop

APRIL

Set of glass mixing bowls
Aluminum kettle
Ironing board
Zig zag rule

MAY

Screen window, one size only
Aluminum double boiler
Aluminum preserving kettle
Low priced hand saw
Garden rake

JUNE

Electric iron
Dairy pail
Household pliers

Toaster (One of the kind that is put over the blaze)

JULY

Mail box
Thermos bottle
Flashlight
Screwdriver

AUGUST

Granite wash basin
Glass measuring cup
Granite water pail
Galvanized wash tub
Ratchet brace

SEPTEMBER

Scissors or shears
Wash bowl
Enamel coffee pot

Monkey wrench

OCTOBER

Fire shovel
Rug beater
Egg beater
Auger bits (set of 4)

NOVEMBER

Aluminum roaster
Coal hod
Enamel double boiler
Butcher knives
Kitchen cleaner

DECEMBER

Skates
Thermos lunch kit
Cheap casserole
Alarm clock

Five Points In Selling Vacuum Cleaners

The Secret of Selling is to Make the Customer Want the Goods—
Five Suggestions Helpful in Putting Sales Across.

Many so-called salesman do not earn enough money to buy ham and eggs. They can't be made to realize that the big idea in salesmanship is making the prospect want—long for—wish for—insist on owning—that which the salesman has to offer.

Salesmanship is the art of painting pictures for others to look at—become absorbed in. It's the art of taking the prospect's mind and doing with it as the salesman wishes. It's the art of persuasion—acting—the making of other people see things through the salesman's eyes and feel the same feelings—the same thoughts—as he does.

Talk is cheap. It gets some salesmen some place. It gets others nowhere. Some salesmen can paint pictures for a prospect so vividly—make them stand out in such bold relief—that getting an order and cash with the order is like taking taffy from a tot. Others jabber along and say nothing, the effect being that they get "kissed" out the door. No order.

In the game of selling electric vacuum cleaners at retail, it is to be borne in mind that the American home is the market, and that woman are the purchasers—or the controlling factor in vacuum cleaner sales.

What women want bad enough they usually get. If they want a thing bad enough to argue and beg and plead with their husband to have them approve their buying, it's a 10 to 1 shot they will have their wishes granted. In one respect all men are alike. They compromise quite easily when their wives present a proposition strongly enough to them. If it's up to the woman to sell an idea to her husband, she'll sell it—or promote a small sized riot in the attempt. Shortage of money is one thing—but a woman's wish and pleading is another. Let a woman be sold strong enough on a good idea and no salesman will find himself being turned down because of lack of funds.

The retail salesman of electric vacuum cleaners must strike a woman at her most vulnerable point. Her most sensitive chord is **her regard for herself**—her sympathy for herself. Such being the case, the successful retail vacuum cleaner salesman finds his selling argument and paints his picture—around the five general points listed below:

1. The home, while spoken of in song and story as a "love nest," is, in reality, the woman's workshop. Tear away the mask and call the home what it really is from a woman's standpoint. She won't deny it—she knows it only too well. Sympathize with her. The home is just as much a workshop for the woman as an office, a machine shop or a store is for her husband. The crying need is tools.

2. Seventy-five per cent. of all the work a woman does in her workshop (the home) she performs on the endless job of chasing dirt. Chasing dirt is her job from morning till night almost every day of her life. The vacuum cleaner is a tool in her hands to perform that one big task.

3. Servants! Every woman at some time or other has pictured to herself, her home with maid servants

and herself sitting on a sort of throne directing operations in that workshop. She has looked with envy upon her friends who can afford to engage maid servants. She has longed for the time when she, too, can afford their hire so that she can relieve herself of the day's toil in the job chasing dirt, so that she can then pay more attention to her personal appearance and the things that make life more enjoyable, so that she can conserve her energy, which is youth itself.

The average woman who does her own work about the home has always thought of servants in the terms of human beings. The vacuum cleaner is a real servant—tireless and never complaining. It is just as valuable and useful a servant as any human being could possibly be. It will do things no maid servant could possibly do.

4. Fatigue is woman's greatest enemy. That woman, who because of finances, is forced to do all her own work, presents one kind of a picture to the casual observer. Every day of toil and drudgery, needless expense and energy and fatigue, has stamped on her face the one expression that no one can miss. It is the very picture of a lifetime of work and endless toil.

The woman whose finances are in better shape—the one who can afford a maid or mechanical servants—the one who by better judgment is conserving her energy every day, and does her work in the most approved fashion with improved tools—presents a different appearance—youth—vitality—strength which must be conserved and retained, otherwise woman grows old years ahead of her actual age. To her, these three great factors represent life itself. No man can criticize—nor censure—nor object to his wife purchasing such improved tools as will greatly assist her in her conservation of her vitality and strength, such tools as will conserve her energy and keep within her body that lovely spark of youth.

5. The second "Mrs. Jones." Suppose the first Mrs. Jones to whom the salesman is talking would die within the next year—or say the next five years. How about the second Mrs. Jones? Would she have a vacuum cleaner if she wanted it, and insisted on it? The chances are she would. It behooves the first Mrs. Jones to avail herself of the improved tool—the vacuum cleaner—and conserve her energy and strength while she yet has the chance. She lives her own life and she lives it but once.

The demonstration of the electric vacuum cleaner is one step in a sale. The explanation of its superior points over competitive cleaners is another. Yet the one big factor—the one on which a sale turns or depends, is the selling of the BIG IDEA to the woman as to why she should purchase the vacuum cleaner to-day and not a year or two years hence.

Sell the vacuum cleaner idea. Sell its utility as an indispensable tool in a woman's hands in her one big job of chasing dirt. And somehow—in some way, she'll sell the idea to her husband. And the cash—or the initial payment—will be forthcoming.

ROADSIDE SIGNS AND PLACARDS

By A. L. McCready

To make this an article from the outside in it is necessary to begin with the consumer. That is the consumer the roadside sign is intended to reach—the one and his fellows in the outlying district, both suburban and rural. But opinion differs as to the value of this sort of advertising. Some set the query, "How are we to check up results?"

Answer it this way:

Three, six, or ten miles out of town is the consumer you desire to reach. Periodically he comes to town—perhaps once a week or oftener. On the way in his eye is greeted by the various merchants' signs tacked up or painted on fences, gates, posts and elsewhere. Natural curiosity compels him to read such signs as catch his eye.

Again, he has some purchase to make that brings him to town. He knows what he intends to purchase and, as he drives along, the recurrence of a certain firm's sign announcing that they supply the article wanted often induces him to buy from them.

In advertising it is the force of suggestion that brings results, and the merchant who systematically posts signs, from any given point on the outside, and continues their appearance here and there till his town is reached is laying down a guide for a beaten path to his doorway.

But there are signs and signs. There are the painted wooden signs, the embossed and printed highly glossed tin signs, oiled and printed cloth, plain printed cardboard and lastly, hand painted signs. Invariably they have the stereotyped business name, the line of stock carried and the town and street address. Some have their own individual slogans, and others, regardless of expense, carry designs and whole lists of offerings. But the pleasing sign is the one with a touch of artistry and a splash of color.

A valuable sign that makes its appearance in different communities is one that is placed at mile intervals and reads similar to this style, "4 Miles to Livetown and Jones' Store, Main St.," then three miles and two miles, etc., as the succeeding miles are passed.

Another commendable sign has the figure of a hand with a pointing finger and worded after this effect, "This way to Realtown and Peps' Hardware."

And a little judgment in posting signs adds to their value. If they are posted so that in reading the eye follows the wording from left to right, and leads toward the town referred to, a happier effect is afforded. When one of those splendid spaces appear where other merchants' signs are placed, yours should go there, too, providing it is not private space. Your sign is as fully entitled to compete with their signs as you have in the conduct of your business.

Then as the town is approached the signs should appear more often. Perhaps you started out placing them a half mile apart. Gradually cut down the intervals as town is approached till they appear every hundred yards or so. When the suburbs of town is reached cut the space to feet and don't miss a block without placing a sign or two. This is merely increasing the importance of suggestion carried in any sort of advertising.

But the difficulty in this class of advertising is securing a dependable billposter. Very often the average applicant will take a thousand signs, place less than half and throw the rest in a creek or swamp, or some other out-of-the-way place. There's "the rub!" If you haven't some reliable and conscientious person to carry out the assignment, you are apt to be buncoed. It may be necessary to send out one of your staff, or take a holiday and accompany your man yourself.

One merchant in mind did his own posting. In the evening after business hours he took his car and a few dozen

of his signs and ran out into the country each evening, tacking up his own signs. In this way he combined business with pleasure and made sure that his signs were properly posted.

Another man, a hardware merchant with an extensive business in the country, made use of these outside business trips to place signs in uncovered territory. When the workmen were sent out into a new part of the country to care for a job of eave troughing, or other work, a bunch of signs always went with them. This man has the territory mapped out and knows just when the men are working in territory that is not covered with his signs, and can tell when to send his signs with them.

Both of these methods, while merely a side issue in these two instances solve one phase of sign posting. The man who did this work while taking his evening auto ride certainly could cover a large space of country and post a good many signs during the summer months. The main thing is the initiative to do so, and a firm belief in what he is doing as an incentive.

POST WAR SALESMANSHIP

By A. L. McCready

With the tumbling of prices, unsettled conditions and a downward trend toward normal conditions, the salesman is called upon to bestir himself. During the war period the customer came to the store, selected his purchases and paid for them without hesitation over the price. He felt that he was lucky to get what he wanted no matter what the price might be.

Now, it is different. The customer knows that prices are tumbling. The press has bruited it abroad; it is a natural sequence of labor conditions that costs should come down. The customer knows this, and when he has purchases to make he is interested in the price.

"We have a dozen telephone calls today asking for prices, where in war time we only had one," said a hardware merchant in speaking of sales the other day. "And it's surprising the number of people that are going from place to place in search of the lower price. It is becoming harder every day to make a sale."

"Don't you think that the salesman might remedy this, somewhat?" he was asked.

"That's another instance of the war effect," he returned. "Salesmanship was too easy during the war. The people simply came to the store and bought what they wanted without stopping to question prices. Now, they're bargain hunting. During the war the clerk found salesmanship so easy that he was seldom called upon to push the sale with conversation. As a result he has forgotten the art, and now when kindly suggestion and explanation are necessary to promote the sale, he seems to be at a loss as to what to say."

That is the view of this hardware man who has several clerks in his employ and has made a study of them. Observation in many other stores will find the same condition prevailing. The clerk who has been used to making easy sales for the last four or five years, is now at a loss to readjust himself to the new conditions. That valuable asset of the salesman, conversation, has not been heavily called upon during that space. Now, when it is necessary, he is out of practice and the reaction tends to make him silent rather than communicative.

It is just another case of readjustment, and the salesman who would be successful must bestir himself along the lines of helpful conversation.

Ontario Hardware Convention Program

Practical Addresses, Merchandising and Question Box Discussions, Banquets and Trade Exhibitions—Hardwaremen Urged to Bring Their Ladies to the Convention.

TUESDAY, FEBRUARY 13

All Convention sessions will be held in the Lecture Hall of the Armories, left of main entrance, upstairs.

9.00 a.m.—Secretary office in Booths 135 and 136, open for registration of members and guests, distribution of badges, entertainment tickets and general information.
9.45 a.m.—Lecture Hall, Community Singing. A. W. Allin, Lindsay, Director.

10.00 a.m. Prompt—OPENING SESSION. President George E. May presiding.

National Anthem and Invocation.

Civic welcome by the Mayor of Toronto.

Greetings from Toronto Manufacturers, E. Holt Gurney, and greetings from Toronto Hardware Jobbers, Peleg Howland.

Annual Address—President George E. May.

Reading minutes last annual meeting.

10.45 a.m.—QUESTION BOX DISCUSSION. Past President Ed. Wanless presiding.
Questions 1 to 4.

11.30 a.m.—Ethics of Trade in the Distribution of Merchandise. J. C. Gibson of Oneida Community.

12.00 a.m.—Aluminum: Its Source and Uses. A talk full of information for those who desire to know the goods they sell. C. M. Salter, manager Northern Aluminum Company.

12.30 p.m.—Introduction of new business. All resolutions to be submitted in writing. Announcement of Convention Committees. Adjournment.

1.00 p.m.—OPENING HARDWARE EXHIBITION at Armories, University Avenue.

During the afternoon only merchants and ladies accompanying them will be admitted to the exhibition. These hours are reserved for business intercourse between exhibitors and those who buy to re-sell or use the products exhibited. Members and their ladies require no admission tickets, their badges are credentials at all hours.

Non-members and other buyers will be provided with merchants' tickets by exhibitors and by secretary. All members and visitors who have not registered are requested to register at secretary's office, Booths Nos. 135 and 136 (to the left of the main entrance) on entering the exhibition.

7.00 p.m.—EXHIBITION OPEN TO THE PUBLIC. Children unaccompanied by parents not admitted. Prospective buyers will have an excellent opportunity to witness demonstrations of articles which they propose purchasing. Music will be provided both afternoon and evening.

8 to 10 p.m.—ROUND TABLE CONFERENCE, Lecture Room, Armories. For Association members only. Discussion of trade problems, interchange of ideas and experiences.

WEDNESDAY, FEBRUARY 14

9.00 a.m.—Secretary's office open for the day. Booths 135 and 136, Armories. Register. Hand in railway certificates.

9.30 a.m.—Community Singing, Lecture Hall, Armories. Director, A. W. Allin, Lindsay.

9.45 a.m.—QUESTION BOX. Vice-President F. B. Smith presiding.
Questions 5 to 8.

10.15 a.m.—Reports of Officers and Committees—Treasurer, Secretary, Executive Committee, Auditors.

10.45 a.m.—ADDRESS by Frank Stockdale, "How to Build a Selling Program."

Only a few merchants plan for selling. This talk uncovers the "inside" workings of progressive stores that grow and prosper because they plan their work and then work their plan.

11.30 a.m.—ADDRESS by George Henderson, Brandram-Henderson, Ltd., Montreal: "Linking up With the Save the Surface Campaign."

11.45 a.m.—ADDRESS by M. K. Pyke, Montreal sales manager, Northern Electric Co.: "The Field of the Hard-

ware Dealer in the Distribution of Electrical Appliances and Goods."

12.30 p.m.—Adjournment.

1.00 p.m.—HARDWARE EXHIBITION. Afternoon for dealers and representatives of business houses. Buyers are requested to use their "buyers' cards" and insist that every purchase be entered on the card by the exhibitor. Musical program both afternoon and evening.

6.30 p.m.—ASSOCIATION BANQUET. For ladies and men, King Edward Hotel. Tickets, \$2.50 each.

Speaker, Frank Stockdale, Chicago: "The Golden Rule in Business."

Orchestra and musical program. Tickets should be procured from Banquet Committee or from Secretary's office not later than Wednesday noon, if possible.

7 to 10 p.m.—Exhibition open to public.

THURSDAY, FEBRUARY 15

9.00 a.m.—Secretary's office open for the day. Get your railway certificates in.

9.30 a.m.—Community singing, Lecture Hall. A. W. Allin, Lindsay, Director.

9.45 a.m.—QUESTION BOX. President George E. May presiding.
Question 9 to 12.

10.15 a.m.—ADDRESS by C. L. CLARK, manager, Winnipeg: "The Progress of Hardware Mutual Fire Insurance." Questions on fire insurance problems are requested, and will be answered from the platform by Mr. Clarke.

10.45 a.m.—ADDRESS by FRANK STOCKDALE: "How to know the Profit-making Lines." This talk shows how profits are measured on individual lines in a retail store.
11.30 a.m.—ADDRESS by W. S. GIBSON, Sheet Metal Products Co., Ltd., Toronto: "The Manufacture of Enamelled Ware Kitchen Utensils." A talk on the process of manufacture.

12.00 noon—Report of Resolutions Committee. Report of Special Committees.

12.30 p.m.—Adjournment.

1.00 p.m.—HARDWARE EXHIBITION at the Armouries open to buyers and dealers.

6.30 p.m.—COMPLIMENTARY DINNER at King Edward Hotel, tendered by H. S. Howland Sons & Co., Rice Lewis & Son, D. H. Howden & Co., Toronto Hardware Jobbers.

7 to 10 p.m.—Exhibition open to the public.

FRIDAY, FEBRUARY 16

9.00 a.m.—Secretary's office open at the Armories.

9.30 a.m.—Community singing.

9.45 a.m.—QUESTION BOX. President George E. May presiding.

10.15 a.m.—Election of officers.

11.45 a.m.—Unfinished business.

12.30 p.m.—Adjournment.

1 to 6 p.m.—HARDWARE EXHIBITION at Armories open to hardware dealers and buyers. Finish buying and leave your buyer's card with Secretary, or mail to his office at Prescott, Ont.



The Armories, University Avenue, Toronto.

This?—or—This?



Would you keep your money in a cigar box?

Would you let your messenger boy keep your books.

Do you know how much of your profits are dribbled away in little overweights?



Is the last remnant of old-fashioned equipment in your store an antiquated scale? If so, you are losing money as far as your weighing is concerned. Inaccurate, slipshod weighing can eat into your profits quicker than anything else.

DAYTON Hardware Scale

is specially built for the hardware merchant. It does away with the old, clumsy, time-wasting kind of weighing. It gives weights and prices instantly and automatically, without thumbing. It removes the tendency to give little profit-sapping overweights in order to save time. It completes your store equipment, speeds up business and protects your profits.

You can examine the Dayton Hardware Scale and see it demonstrated at the International Business Machines Company's exhibit at the Ontario Retail Hardware Association's Annual Convention, Toronto Armories, Feb. 13th, 14th, 15th and 16th.

INTERNATIONAL BUSINESS MACHINES CO., LIMITED

Frank E. Mutton, Vice-President and General Manager

Head Office and Factory: 300 Campbell Ave., Toronto

Service and Sales Offices in Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Walkerville, London, Hamilton, Toronto, Ottawa, Montreal, Quebec, Halifax, St. John's, Nfld.

THE DAYTON IS MADE IN CANADA

How Hand Bills Built Up a Big Business

Mathewson's Branch Store on Danforth Avenue, Toronto, Co-operates With
Three Other Merchants in Distributing a Weekly Bulletin.

The Danforth Branch of the Mathewson Hardware, Toronto are building up a big new trade by use of dodgers or advertising sheets. This development has been almost entirely due to the results secured from hand bills because other than their window displays no other advertising scheme is now being used.

Mathewson's opened this branch in December 1921, to deal in chiefly household lines on a strictly cash basis. When first opened local newspaper advertising was tried. It was found unsuccessful, because, although the paper was well circulated and read it did not concentrate on their section as much as can be done with a dodger.

This led to their co-operating with three other dealers of their section and deciding to use an advertising sheet of their own, on the same lines as their local newspaper minus the news section. This sheet was planned to be distributed entirely in their own section of the city to five thousand homes, so the four retailers, a druggist, a dry goodsman, a shoe man and a hardwareman had a four page paper printed. Each store pays a percentage of the cost, according to the amount of space used. Being divided into four parts, the cost is comparatively small. It figures out that the cost of one full page in the advertising sheet is just what a quarter page in an average newspaper would be.

The full page permits such a greater massing of detail than a quarter page that the results are obvious. The

dealer can explain his product or products completely, whereas in a smaller advertisement the descriptions must be brief.

A point in their dodger advertising that Mathewson's bring out strongly is the featuring of special seasonable lines. When a line is in season they make special mention of it in several of the successive weekly issues. They hammer home the good points of the product. Even if the householder just glances over the advertisement each week and sees the one line mentioned in each issue for several weeks she is sure to manifest some interest in a thing that is receiving so much mention. If she sees each issue she doesn't get the chance to forget that she needs paint, a refrigerator, preserving kettles or any of the other numerous hardware goods that are in season.

The actual results of this advertising method have been exceptional. In one issue they advertised coco mats: In the next few days they sold two dozen of the advertised article. They, also, built up a trade in flat wall tints. They found this to be an article little known about, so that it was featured in a number of issues. The tint was fully described in these advertisements. It had results in their selling many gallons of this article that was formerly practically unknown.

These are not the only seasonable products that have been helped by the advertising. Lawn mowers and refrigerators have been specially advertised in the last few issues. Of the former they sold all their stock, which they had counted on lasting them all summer. Even a second supply that they brought in, is being rapidly depleted. Their sales in mowers have been almost as large as those of the main store. The same success is being had with refrigerators all their stock was sold in a few weeks. So that similarly to the case of the lawn mowers an additional supply was brought in to meet the demand that was created by the advertising sheet.

These bills are printed around Thursday and delivered at the end of the week when the most shopping is done.

Mathewson's can therefore recommend a delivered hand bill to any dealer who is seeking a means to boost his sales.

USE OUTSIDE SALESMANSHIP

Put in a certain number of hours per week in soliciting paint and varnish business outside of the store, even outside the town. A ride through surrounding country will disclose nine unpainted barns in every ten. Implements will be seen rusting and rotting on almost every farm. The alert salesman on the ground will have the help of every silo, every fence, every house in selling their owners surface protection. The outside salesman has a great advantage in that he can see the surface that needs protecting and point them out. House to house, factory to factory, store to store canvassing for paint and varnish pays. And it starts the painting habit—one job always leads to another. Don't overlook outside personal solicitation if you want to build a far greater paint and varnish business.

Mathewson Hardware Limited
DANFORTH'S BIG HARDWARE
688 Danforth Ave. Phone 2115 4 Doors East of
Gerrard Palace Theatre

Special Bulletin

CLEAN-UP AND PAINT-UP WEEK
HERE ARE TIMELY SUGGESTIONS TO HELP YOU CLEAN UP AND PAINT UP AND MAKE YOUR HOME A PLACE YOU ARE PROUD TO OWN

To the School Girls and Boys of Danforth

Three Cash Prizes
\$15.00 \$10.00 \$5.00

REFRIGERATORS

Model A. 1200 Series \$15.00
Model B. 1200 Series \$18.00
Model C. 1200 Series \$23.00

Paint Up! Brighten the home

Save the sunburn and you save all day's work

MAPLE LEAF PAINT
Mason's Trade Service Co. Ltd.
Paint up and live up

FLOGLAZE FOR HOME AND FARM USE

Floglaze	Floglaze	Floglaze	Granotone
For Paint and Varnish	For Paint and Varnish	For Paint and Varnish	For Paint and Varnish
For Paint and Varnish	For Paint and Varnish	For Paint and Varnish	For Paint and Varnish
For Paint and Varnish	For Paint and Varnish	For Paint and Varnish	For Paint and Varnish

IT PAYS TO DEAL AT MATHEWSON'S
Mathewson Hardware, Limited
688 Danforth Avenue TWO STORES 734 Queen Street East

Over 1,000 Square Feet to the Gallon

or more than 500 Sq. Feet—two coats

Floglaze

EXTERIOR FINISH

Has no equal
for use on
Homes, Churches,
Stores, Garages,
Verandahs, etc.
and all Exterior
Architectural
Surfaces.



Oct. 31/1922
Spencerwill, B.R. 12.2.
The Imperial Varnish & Color Co. Ltd.
Toronto Ont.
Gentlemen: During the summer just passed
I purchased from your representative Mr. Paulston
accompanied by Mr. J. E. Gilmore of this place
2 1/2 gal. Dark Grey Floglaze, exterior paint, to cover
my barn and machine house.
My machine house is a 30 x 40 ft. building with
14 ft. posts and square pitch roof. My barn is
34 x 52 ft with 16 ft. posts square pitch roof. The
other frame running East & West is
with 16 ft. posts - hip roof ridge of the frame
is about 5 ft higher than former.
We did the work with ordinary labor, and
gave these buildings two coats of paint and
had 5 1/2 gal. paint left. using far less paint
than I expected. The work is well done
and I am well pleased with it.
Yours respo.
R. W. Kingston

For all Exterior Sur-
faces where a high
grade, long life
finish is requir-
ed at mini-
mum cost.



THE
IMPERIAL VARNISH & COLOR CO.
LIMITED
HEAD OFFICE **TORONTO** CANADA
MONTREAL **WINNIPEG** **VANCOUVER**

Bigger Profits Ahead In Paint Specialties

Hardware Dealers Lose Money by Overlooking the Opportunities in the Interior and Specialty Lines.

Carl W. Dippman, in "Good Hardware"

AN eastern store recently used its regular daily newspaper space to advertise a one-day sale of interior enamel. The next day 200 women visited the paint department and made purchases of this enamel. Most of them made other purchases of paint and varnish. In addition to the money taken in for enamel, the store doubled its general paint and varnish business that day. Many people visited that paint department for the first time and the majority of them made later purchases.

Now, why was this sale such a success? Simply because there were at least 290 women in that particular city in need of enamel before the sale. All the store did was to present the proposition to these women so skillfully that they acted and bought, and incidentally made many more regular customers for the paint department.

This market existed for any other dealer in town who could bring the enamel and the women together.

That raises the question: "*What are the possibilities in the interior and specialty paint field? What are the opportunities for the sale of shelf lines?*"

It may surprise many dealers to know that the possibilities for the sale of shelf lines are four times greater than for the sale of outside paint in the average home. Yet the dealer's volume is often split in the proportion of less than 50 per cent. in shelf lines and more than 50 per cent. in outside finishes. Many hardware dealers are putting all of their pressure on the sale of outside paint and are neglecting the big inside and specialty business.

FLAT PAINT BECOMING POPULAR

Think of it! In the average house there is three times more inside wall and ceiling surface than there is outside. Flat paints are rapidly becoming more popular. Almost every public building has its interior walls and ceiling painted with a flat finish. The same is true of the better residences and even the small modest houses are following suit. The percentage of walls painted with flat paint is getting larger each year. Here, indeed, is a big paint market, which is, as yet undeveloped.

There is more than half as much floor space in each house as there is outside wall surface. Floors receive hard wear. Here is another paint possibility almost as large as the outside wall market. Many floors are painted every year; outside walls only once every four or five years.

There is one automobile to eleven people. Most of these cars are repainted regularly. Every Ford owner is a prospect for some hardware dealer.

There are yards and yards of baseboard, doors, casings and standing woodwork in every building to say nothing of furniture and radiators, forming a vast paint market, almost as large as the market for outside house paint.

So the dealer who wants a good future will look after his shelf goods lines. That does not mean neglecting the outside paint business, but instead of placing *all* of the pressure on the sale of outside paints, get after the specialty and inside business as well.

It so happens that women buy a large part of the shelf goods lines. In a check made in a store that sells shelf goods almost exclusively, it was discovered that more than

90 per cent. of the paint is bought by women. In promoting this business, then, the appeal should be directed largely to women. The strategy of selling to women is different from selling to men. The department stores have worked the difference out scientifically so that the hardware dealer can well afford to copy some of the department store stunts in promoting the interior and specialty paint business. He should, above all, popularize his paint department with women.

What are some of the methods of popularizing or department-storizing a paint department? One of the most important considerations is display of the goods. To popularize paints and varnishes you must make every customer who enters your store look at your stock of paints and at your displays. That involves bringing your stock up into the front of the store where people are forced to look at it. Last month we reproduced a model shelf that is well adapted for a stock of paints in the side shelving. But if you have room for a display in the center of the floor, that is an even better location.

Then think of the possibilities through window displays. Few dealers really get the most out of their windows. When a dealer arranges a pyramid of paint cans and lays a few brushes in the window, he is getting less than 25 per cent. of the window's value. He does nothing more than remind the passer-by that he sells paint and he probably impresses the brand name.

The ideal window on shelf lines does at least three things.

1. It promotes the paint idea—it tells people of the necessity of paint, its beauty, its sanitary value and economy. It makes people want paint.
2. It shows the application of paint—how easily it is applied—how simple it is to get a desirable effect. It will make a woman want to get a brush and do some painting herself.
3. It should exploit the brand, the dealer's store and his service. If it shows new uses of paint, so much the better.

During the war labor was scarce and expensive, so thousands of women learned to use a paint brush just as they learned to knit. The knitting interests are spending thousands of dollars in keeping those women interested in knitting and in teaching the art to other women. Just so the paint dealers should keep women interested in painting, and should constantly teach the use of the brush to new ones. Don't forget that every time you teach a person to finish a surface, you have made a new customer. Women who do their own painting will buy several times more paint from you than those who hire it did. The woman trade should be handled with great care, and careful instructions for applying the material should be given with each sale. Women can be taught to get pleasure out of painting and varnishing, and some of the money they save by doing the work themselves usually goes into additional paint and varnish.

The dealer should begin talking about the many uses for which such finishes as auto enamel, varnish stain, inside floor paint and outside house paint can be used. He should carry only the necessary colors and sizes and should

Increased Business each year with

S.W.P.



WHOLESALE

TORRENS' HARDWARE
TILLSONBURG
ONTARIO

The Spavin Millers Co
Toronto

Aug 19th 1922

We have been selling S.W.P. for about 15 years. During that time with increasing business each year. We have seen a great number of changes from one brand of paint to another by opposition Hardware Stores. But we have not yet seen or heard of a full line proposition that would tempt us to break away from the old Reliable with their up to date methods of advertising & merchandising.

Yours Truly
J. E. Torrens

"Save the surface and
you save all" *Paint & Varnish*

gradually eliminate the unnecessary ones. He should bring pressure to bear, (individually and through his associations, on the manufacturers asking them to mention more uses on the label and the literature of the standard lines. It is our guess that manufacturers will be more than willing to cooperate with the dealers and eliminate from their catalogues parallel lines and duplications. At present manufacturers are more or less helpless until the dealer shows a willingness to cooperate. The saving is just as great and vital to makers as to dealers.

When the paint and varnish lines are once standardized there will be a great saving to the public and more profit to the dealer. If through standardization each hardware dealer could reduce his inventory by only \$100, it would release for other uses more than \$4,000,000. Six per cent. interest plus 4% stock carrying charges on \$4,000,000 amounts to \$400,000 in cash each year. This amount is lost by the hardware dealers alone, to say nothing of the loss to paint stores, department stores, drug stores jobbers, warehouses and manufacturers. This waste can be prevented. Standardization of the paint line, the selling of utility paints and varnishes, and the promoting and advertising of a variety of uses for each product instead of an especially made product for each surface or use, form a good basis for a beginning. The consumer, dealer, manufacturer, salesman and trade publisher each has a part in the solution.

DEMONSTRATION BRINGS \$1770

Demonstrations and paint revivals certainly have a great value. During the duller part of this paint season, a hardware dealer in a town of 2,000 people sold \$1,770 worth of paint and varnish during a three-day demonstration. There are many cases of even greater success. The benefit does not stop with the demonstration. You promote the paint idea, you teach many people the paint habit. A demonstration starts things from which you reap profits for many months. No doubt your manufacturer will help you stage a demonstration. It will do much to popularize your paint and varnish department.

Many manufacturers have special deals from time to time, or special promotion stunts. Sometimes, customer buys one can and the manufacturer gives another free; it may be a coupon or a contest proposition. Women are especially susceptible to that sort of thing and fall hard. Take advantage of such deals that your manufacturer has to offer. Many of the best hardware stores do it.

Don't be afraid to put on a special sale of your own occasionally. If it is good business for a department store to have a one or two-day sale during which a "special" is offered at a reduced price, why isn't it good business for a hardware store? That doesn't mean, of course, that a dealer should consistently go after business by underselling his competitor. That's a cheap, destructive practice that no good business man can afford. But giving a special value for a day or two gets a lot of women into your store, and gives you an opportunity to give them a good talk on the uses of paint or varnish—that will increase the use of paint and even benefit your competitors.

Now, a word about the stock of interior finishes and specialties. There are so many different kinds or classes of paint and varnish in the interior and specialty group, many of which are put up in various sizes and colors, that there is great danger overloading, and of investing too much money compared to the volume of business and the turnover. Don't forget, the minute you slow down your turnover and pile up slow-moving or unsaleable sizes and colors, your profits diminish.

There are colors, sizes and some lines that you need not carry at all. If you know your line well, you can entirely

eliminate some specialties. Get your stock down to a minimum of colors, sizes and lines, then stock the ones you do carry liberally. Sell each product for as many different uses and surfaces as you can. In this way, you can keep your number of specialties down and eliminate some lines altogether. Do not duplicate lines and brands. Don't try to handle all of the brands made. Select what best meets your local needs, then stick to it. The cumulative effect of building up a good volume on a well-known brand is much better than taking up every fad that comes along. If you stick to your line, the manufacturer will give you much better service and more help in selling than if you shop around and try to handle everybody's goods.

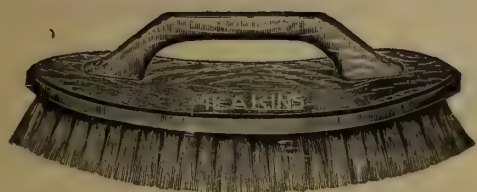
Be careful in buying ready made assortments. They are usually made up along general lines and may contain sizes and colors you do not need. If the assortment appeals to you, always check the colors and sizes before you buy. No doubt the manufacturer will be glad to substitute saleable colors for the slow-movers in your territory. Buying assortments carelessly is a sure way to pile up dead stock.

There is one phase of the paint and varnish proposition that needs careful consideration. Here it is: *There are too many specialties, colors and sizes in the paint and varnish line on the market to-day.* There is no real need for many of them. There are many parallel labels that exist for no other purpose than a fancy. Many specialties could be eliminated as far as any real needs are concerned. Let us illustrate by taking a product like automobile enamel.

AUTOMOBILE ENAMEL USES

Paint chemists tell me that this product, namely, automobile enamel, as it is made by some manufacturers, or as it can be made, can be used successfully on the following variety of surfaces: automobiles, buggies, motorcycles, baby carriages, canoes, areoplanes, motors, gas engines, tractors, motor trucks, implements, tools, wagons, lawn swings, lawn furniture, oil stoves, stovepipes, water-pipes steam-pipes, hydrants, plumbing fixtures, radiators, fireplaces, fire plugs, lamp posts, fire escapes, iron fences, trim hardware electric motors, cream separators, interior furniture, ice-cream tubs, store fronts, gasoline stations, and many other surfaces. Why not? There is no great difference in the nature of the exposure of these surfaces. An enamel, such as a good auto enamel, withstands all kinds of weather, hard wear, friction, a surprising degree of temperature change, grease, fumes, etc. Then why a whole variety of special finishes for the above-mentioned surfaces? Some manufacturers list as many as six or seven distinct lines and more than 200 individual items to take care of the above demand. One, or at the most two lines can do it. It is true that the average line of auto enamel as it stands to-day may need one or two more colors to take care of some of the above demand. That's easily remedied—add them. Then too this grade of enamel may be too expensive for some of this work, but why not make a few colors in a lower-priced grade? The problem will still be simpler than it now is.

Of course you will say that a man will not buy the same finish for his automobile as he used on a gas engine unless it is camouflaged. Probably not at present, but why not? Because in too much of our paint talk and advertising we have put all the emphasis on the fact that this particular product is specially and exactly made for that purpose, inferring that for any other particular surface, a paint must be specially and exactly made to meet that specific use. We have put so much emphasis on talking about a special paint for one particular purpose that we have neglected the real big paint idea of mentioning and playing up all of the purposes for which a paint can be used.



Meakins Brushes

The Bristles Stay In

Meakins guarantee the brushes that are set in rubber; the bristles *will not loosen*. Bristle-shedding brushes are more than a nuisance to your customers; they mean actual loss of money in lost time and imperfect work. For you, Meakins means ready sales, good margin and quick turnover.



MEAKINS & SONS, LTD.

Hamilton, Ontario

WINNIPEG, LONDON, TORONTO, MONTREAL, VANCOUVER, CALGARY, ALTA



Make 1923 ^{your} the Greatest Paint and Varnish year

"Save the surface and you save all Paint & Varnish"

PAINT MANUFACTURERS HOLD CONVENTION

THE tenth annual meeting of the Canadian Paint, Oil & Varnish Association held at Montreal in January dealt with many matters of interest to the Canadian paint trade.

Cost of raw materials entering into the manufacture of paints and varnishes were reviewed and it was found that prices had advanced materially and the tendency is still toward higher values. Prices of pig lead, turpentine, and linseed oil were compared with those prevailing last September and the higher values of to-day made necessary the decision to advance prices on future orders as follows:

House paints, all grades, Porch Floor paints, Marine Paints, except Dory paints and all other liquid oil paints except Barn and Dory paints, increased 15 cents per gallon.

Inside floor paints and floor enamels increased ten cents per gallon, with a minimum price in one gallon cans of \$3.75 per gallon, net.

Dealers will be permitted to book one order for shipment at one time at the former prices.

The Sales Tax Committee, of which Royal Cluxton is chairman, recommended an amendment to the act regarding sales tax as follows:

1st. That the present Act be amended so that sales by manufacturers to wholesalers holding wholesale tax license for re-sale by the latter, also wholesalers to other wholesalers holding wholesale tax license for re-sale, be exempt from sales tax.

2nd. That wholesalers holding Government Tax License collect 4½% Government Tax from retailers or consumers.

3rd. That manufacturers continue to collect 4½% Government Tax from retailers and consumers.

4th. That the collection of 4½% Government Tax by wholesalers and manufacturers be compulsory, and with no option of absorbing a part or all.

5th. The import duty to retailers and consumers be increased 2¼ per cent. to balance the increased sales tax collected by wholesalers.

The Save the Surface Committee, through its chairman, George Henderson, gave a very interesting report of the activities of the Save the Surface Committee during 1922, including advertising in trade papers, farm papers, and newspapers, linked up with a series of letters to dealers and cut-outs and other advertising matter distributed to the trade.

The Committee plans an extensive campaign for 1923 along similar lines and Mr. Henderson urged increased support in view of the splendid results received.

Officers elected for the coming year were the same as for 1922, with the exception of the addition of Frank J. Penberthy of Lowe Bros., Ltd., Toronto, who was added to the "Save the Surface" Committee.

George Henderson, president of Brandram Henderson, Ltd., Montreal, was re-elected president of the Canadian

Paint, Oil and Varnish Association, the vice-presidents being Walter B. Ramsay, president A. Ramsay & Son, Ltd., Montreal, J. C. Pendray, British American Paint Co., Victoria, B. C., and T. F. Monypenny, vice-president, Imperial Varnish & Color Co. Toronto.

A telegram was sent to the American Paint, Oil and Varnish Association inviting them to hold their 1923 Convention at Montreal.

INTRODUCING "NEPTUNITE" VARNISH

The Annual Convention of Lowe Brothers' Limited salesmen was held at their Head office in Toronto from January 4th to 9th, inclusive.

In addition to the usual discussions affecting the company's Sales, Advertising and Service policies for 1923, which are to be even more extensive than heretofore. Much of the time was devoted to the question and details of marketing "NEPTUNITE" Varnish.

"Neptunite" Varnish, as far as we can learn, a new product comprising a line of four varnishes, namely, Neptunite Spar; Neptunite Floor; Neptunite interior, and Neptunite Rubbing—all of which, they are satisfied, after over two years experimentation and exhaustive testing, represent the acme of perfection. Broad plans for publicity and other marketing methods have been provided for, and great results are enthusiastically anticipated.

The keynote of the Convention was "Greater Co-operation"—the slogan adopted for 1923 by the National Paint Oil and Varnish Association at their recent Annual Convention in Atlantic City—and many discussions took place affecting the mutual development of business thru a closer co-operation of all the factors necessary to that end.

The Convention was an outstanding success and closed with some remarks by F. J. Penberthy, Vice-President and Manager, summarizing the general business forecast, which he described as "excellent". In this view the delegates heartily concurred. Entertainment in the form of a Dinner and Dance, in which the entire Lowe Brothers' Staff participated, was given at the Sunnyside Pavilion.

Representatives of the sales staff present included: J. R. McKeown; J. McMartin; A. G. Pinard; H. M. Chamberlin; H. N. Scratch; W. J. Keyes; B. McLean; J. E. Tovey; J. C. Britton, H. H. Robertson, R. G. Monteith, A. E. Munro; Ross Elliott, B. A.; F. E. Hutton.

REDUCED RATES TO CONVENTION

The Canadian Passenger Association, have granted a special trip rate as stated above, to members of the Association, delegates from their stores and members of families, provided a total of 150 certificates are presented at the Convention. Instructions follow:

Full fare ticket from your home to Toronto may be bought from February 9th to February 15th inclusive with return up to Feb 20. Be sure when you buy your ticket that you request a CERTIFICATE to the Hardware Convention, Toronto.

TRADE ELASTICA MARK

Two Good Ones For Your Spring Displays

The clean-up, paint-up season is at hand. NOW for some real money-making business in your Paint and Varnish Department!

You'll need a stock of the two Elastica Specialties pictured below. Both products are genuine home brighteners that will appeal to the man or woman bent upon a Spring home cleaning campaign.

LACQUERET

for instance. A household lacquer for restoring old, marred or scratched furniture, soiled woodwork, dingy dirt stained floors, etc. The best all round "Touching-up" medium.

ELASTICA FLOOR FINISH

A hard durable floor varnish that dries dust free in four to six hours and hardens overnight. Will withstand the hard wear and the frequent washings to which the floors are subjected.

The I. V. Agency will put these two result getters on your counter. And they are but two of a complete line of "Elastica"-labeled Paint and Varnish Specialties.



INTERNATIONAL VARNISH CO. LIMITED.

TORONTO

Vancouver

Winnipeg

Montreal

Halifax

Save the surface and
you save all
Paint & Varnish

Save the surface and
you save all
Paint & Varnish

Scientific Tests Helps To Sell Linoleum

Many Hardware Stores Sell Floor Coverings and the Tests Described
Provide Good Sales Arguments.

A REPORT recently issued by the Committee on Floors of the American Hospital Association, following a study of floor covering for hospital purposes, has brought out several points which are of particular interest to retailers selling linoleum.

The sum and substance of the report is that linoleum received an exceptionally high recommendation by the committee for use as a covering for hospital floors. This naturally presents an excellent opportunity to retail stores to go after linoleum business, basing their campaign on the facts brought out by the investigation.

This report of a committee appointed by the American Hospital Association was a pioneer. The members had no precedents to go by, but were forced to determine for themselves the proper standards with which to test floor coverings of various kinds.

A questionnaire which was sent out proved to be a failure. The committee found that in most cases individuals and organizations were ignorant as to the basic requirements of the ideal floor. The properties enumerated by the committee in the questionnaire were ten, namely: appearance, sanitation, durability, maintenance, noiselessness, comfort, fire resistance, acid and alkali resistance, ease of repair and continuous availability.

Finally the committee formulated a series of laboratory tests which were very satisfactory.

These tests are of interest to the trade not only because of their covering so thoroughly the subject of hospital requirements but because they enumerate qualities which, all or in part, floors for all purposes should have, and therefore, are points which every salesman of floor coverings might well keep in mind. The tests were six in number, as follows:

1. *Abrasion*—Here the relative wearing qualities of samples was tested. The sample was mounted on a firm foundation and submitted to an emery wheel, without pressure other than the pressure of the wheel, for a period of five minutes.

2. *Resistance to pressure*—Samples had applied to them, under fifty pounds pressure, a metal surface similar to that used for protecting table and chair legs, for a period of thirty days.

3. *Fire resistance*—Lighted cigarettes were permitted to burn out on the sample.

4. *Absorbency*—This was to determine the degree to which different coverings absorbed mop water. Samples were weighed, immersed in water for 24 hours, and reweighed at intervals of five days for a total period of fifteen days.

5. *Acid and alkali resistance*—Samples were submitted to applications of different concentrated acids, such as nitric and sulphuric.

6. *Staining*—Samples were submitted to applications of hot grease and blood, also to methylene blue, carbofuxine, and iodine.

Other factors included in the tests were: the base upon which the floor was to be laid, the type of wainscoting, and the cost. The last, of course, was an important element.

Two Groups of Floor Coverings

It will be noticed that the noise test was omitted from the above list. Yet noise, as any one would realize, must be a matter of much importance in a hospital. The subject was

handled in this manner. The Committee divided all types of floor coverings into two classes, "soft" and "hard" and judged the various products within one of these groups. Thus concrete was placed in the "hard" class and linoleum in the "soft." The point was made by the Committee that there was a great objection to the "hard" type of floor; on account of the noise and that an effort should be made to use the "soft" type in all parts of the hospital where patients were located.

In all, 127 firms submitted types of floor coverings to the six tests enumerated above. A general rating on each of the six points was given all floor samples irrespective of whether they fell in the "soft" or "hard" class. Even in this ranking there were included such natural products as limestone and marble. Battleship Linoleum received ratings which put it well up at the top.

More important than this listing of all samples, were the recommendations of the Committee on floorings for specific purposes, such as private wards, corridors, operating rooms, etc. In this, Battleship Linoleum was given a high recommendation for practically every part of the hospital, a fact which should be of great value in promoting the sale of this product among hospitals in the future.

Indeed, the recommendations were doubly favorable when consideration is taken of the fact that Battleship Linoleum is lower in price than the products with which it competed. The Committee's report should go a long way toward enabling dealers to see that hospitals in their vicinities standardize on this kind of floor covering.

GASOLINE PUMPS IN COLD WEATHER

By C. E. Pask, Wayne Tank & Pump Co.

Atmospheric conditions and changes in the weather, particularly during the winter are the cause of a certain amount of moisture collecting in all gasoline pumps and underground tanks.

A few makes of gasoline pumps are equipped with filtering devices that separate the water from the gasoline. It is very important that all gasoline pump owners drain the filter on their pumps during cold weather. If this is not done frequently the pumps will freeze and cannot be operated.

All that is necessary to drain a filter is to open the valve of the filter drain-off cock and operate the pump handle slowly. This will cause all water collected in the filter to flow from the pump. You can tell when the filter is free of water by using an ordinary water glass or other transparent receptacle as the water will always settle to the bottom of the glass.

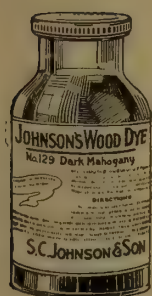
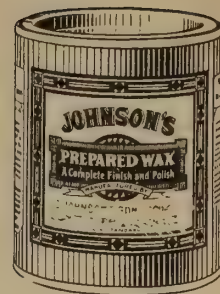
It is important that the pump plunger be returned to the bottom of the cylinder after such an operation.

If by any chance you have neglected to properly drain your filter and the pump freezes do not attempt to thaw it out by using a torch or flame of any kind. Use a spray of steam if possible. If not heat two or three bricks or light an equal number of electric light globes and pack them around the cylinder of the pump and close the pedestal door. Such treatment will take care of the ordinary cases of pump freezing. If however, the pump is frozen solid it will be necessary to take the cylinder entirely off and thaw it out indoors. Do not use any flame however.

If you drain your filter two or three times a week in cold weather you will not be bothered with your pump freezing.

Water very frequently gets into the gasoline before it gets into your underground tank. If such is the case it will be necessary to get it all out or the pump will continue to freeze. You will seldom experience any difficulty in this respect unless you allow the tank to become entirely empty. Water always seeks a lower level than the gas hence it remains on the bottom of the tank.

It is just as important to have all joints absolutely tight so that no water can seep into the tank. Particular attention is called to the packing nut on top of the underground tank.



JOHNSON'S Artistic Wood Finishes

An Invitation

ALL of Johnson's products will be displayed and demonstrated at Booths No. 103 and 104, the Armouries, University Ave., Toronto, during the Exhibition of the Ontario Retail Hardware Association, February 13th, 14th, 15th and 16th.

We have an exceptionally strong proposition to offer the leading retail hardware dealers in the Dominion. We invite those who intend visiting the Exhibition to call and see us at our Booths and, to those hardwaremen who cannot attend the Exhibition, we suggest they write us at once for information concerning one of the strongest, most profitable, quick-and-steady-turnover propositions that this Company has ever offered to the trade — it's chock-full of profit and local publicity.

Now, come and see us!

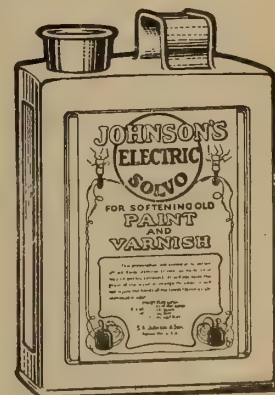
S. C. Johnson & Son, Limited

"The Wood Finishing Authorities"

Winnipeg

BRANTFORD

Montreal



Sell Electrical Goods In Hardware Store

Electrical Home Utilities More Profitable than Many Other Lines
which are Carried in Stock and which Turn Over Much Slower.

By W. H. Rattenbury, Vice President Landers, Frary & Clark

ELECTRICAL household utilities have been on the market only some fifteen years but their popularity is so great that in 1920 the total American sales of electric heating and motor driven appliances reached an approximate total of \$250,000,000.00. That is a tremendous business and signifies how greatly women appreciate the opportunity to install practical household assistants that save money, time and work.

When all is said and done, housekeeping still remains the greatest business in the world. The total number of housewives vastly exceeds the millions of men in the combined industries of railroads, mining, steel manufacture and auto making. Successful housekeeping is an exacting task requiring at least such intelligence as is exercised by the average man in making a living. If you carry and sell mechanic's high grade tools it seems probable the wives of those buyers will show interest in the housekeeping devices you stock. The male demand for sporting goods you cater to, but though it is more than balanced by women's year-round interests in electric goods, it frequently happens that hardware stores contain but small smatterings of such merchandise.

When you figure that in an average town of 5,000 people there are 1,000 housewives and that each wired home in every community is in genuine need of several electrical items, does not the unlimited field appear attractive?

Helps to Solve the Servant Problem

High wages have forced many women who formerly employed servants to themselves undertake all household duties. Busy before, they get through their added daily tasks if electric servants aid them.

Then there is that class of buyer who, able to afford whatever wages may be demanded, freely choose to perform their housework when they find electric devices have taken the fatigue out of formerly dreaded chores.

The market for electric utilities is wide. It is constantly increasing. Every wedding means another housewife and housekeeping bids fair long to remain the biggest business in the world. Electric utilities are the tools now most widely favored for proficiency in this great business and large sales with quick turn-over are probable for any dealer who buys intelligently and offers such assortment as is justified by the year-round and seasonable demand.

Electric irons, percolators, toasters, grills, curling irons, vacuum cleaners and washing machines are year-round goods. They are as staple as nails, bolts and screws and their prominent, constant display means daily interest.

In the fall, winter and early spring largest sales of radiators and heating pads are made. Radiators dispel chill before furnace fires are lighted and after the season's use is over, they make infants comfortable, warm bathrooms, and in their ready glow shampooed hair is quickly dried.

Invaluable for general home use at other times, heating pads are especially featured during the cold months when sleeping porch beds need warming, when neuritis is most frequent, when external heat is required to help cure colds. Pads maintain constant temperatures whether used for hours

or days and, no leakage possible, are a vast improvement over any class of hot water bottles.

For summer use electric fans attract favorable notice, their sales reaching large proportions in many places.

Then, by featuring grills during the September days when college kits are assembled; through particularly stressing waffle irons for gift purposes in June and December; in calling attention to electric irons during the hot months when ironing is otherwise a thing to dread, you have distributed your advertising throughout the year almost as news items, while the shift in stock from season to season keeps your total electrical investment within easy bounds.

Large Investment Not Necessary

To keep your investment turning is an important matter. Your 1922 inventory and financial statement completed, perhaps you are among the many hardware merchants to whom the question, "How may my business be made more profitable this coming year?" is today of vital importance.

You cannot simply add stock regardless of its character and expect that such items will give you the minimum turn-over needed to assure good net profits in 1923. What is necessary is either new customers, sales of more goods to old customers, or, better, a combination of these two things. By stocking and displaying in larger assortment dependable electrical utilities you have ready access to that great household market where women predominate.

An excellent stock of electric heating utilities can be carried on an investment of not more than \$400.00. At least that many idle dollars could be released for service if there were closed out at once the tag-ends of lines you plan to discontinue. It is an exceptional store that contains no broken assortments of merchandise from which the best selling pieces are absent, no small trim builder's hardware without corresponding lock sets, no odd cans of varnish or off shades of paint. When these sound sleepers are taken from your shelves you provide at one time both space needed for faster selling stock and the cash with which to pay for such new goods.

Vacuum Cleaners and Washing Machines are in a little different class than electrical table appliances. They represent somewhat greater consumer investment. A large part of the washers and cleaners sold are placed on a deferred payment plan. Any hardware dealer with good trade standing can have his deferred payment contracts financed by a concern which advances on each sale sufficient funds to offset the cost of the machine and one-half the merchant's gross profit. Then through collections made over several months he receives the remainder of his profit, the consumer paying all interest and carrying charges. It is not a complicated plan, varying only in detail among the several corporations financing such sales.

A good assortment of motor driven electric utilities can be handled on less than \$500.00 and the turnover through intensive work will reach an astounding figure.

When a builder's hardware job amounting to \$300.00 or more turns up in your locality your pencil is sharpened and you make every effort to get the order. At the time that business is discussed work done on a complete line of



The "Wear-Ever" Trade Mark

WEAR-EVER

TRADE MARK
MADE IN CANADA

*Spells
Confidence*

No woman has ever been known to question "Wear-Ever" quality. No woman can. On the contrary, everyone feels that the "Wear-Ever" trade mark means the highest quality in aluminum kitchen utensils.

"Wear-Ever" has been built on the quality basis, and that's one of the reasons retailers stock it. It's a profit-line, a good clean line with a constant turnover, and a line all readers of this paper can afford to handle.

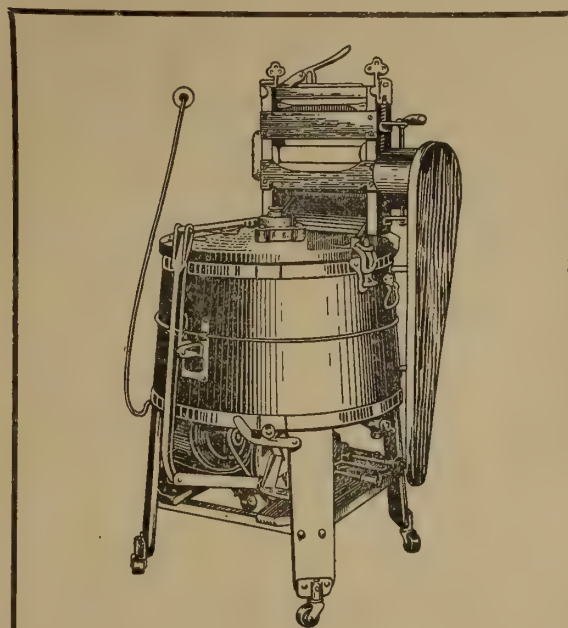
Ask for prices, discounts and for particulars of the new big nationwide "Wear-Ever" publicity drive.

The NORTHERN ALUMINUM CO.

LIMITED

TORONTO

CANADA



The Economy Electric

THE RIGHT PRICE

The price is an important consideration with the great majority of people when buying a washing machine. They want an efficient machine at a price to suit their pocket.

The Economy Electric can fill this demand. While retailing at only \$108, it will do as good work as the most expensive washer made. It is guaranteed. To describe the economy briefly: Made of Cypress, "The Wood Eternal", stave of leg design, with motor underneath the tub. Wringer has best quality 11-inch rolls with safety device to separate rolls if needed. Wringer will operate either way. Tray is supplied for wringing from additional tubs when washer is in operation.

Live hardware dealers can make good profits selling the Economy Washer and other Connor products. Can we send your own catalog showing our complete line of washers, etc. and describing the Economy in detail?

J. H. CONNOR & SON
LIMITED

Manufacturers of:—Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.

OTTAWA

CANADA

ESTABLISHED 1875

310 Chambers St. Winnipeg, Man.
McPherson Teetzel Co., Vancouver, B.C.

electric appliances can be made to double the total of your sale. A new house with modern laundry and with floor outlets throughout rooms and halls requires washing machine, vacuum cleaner, percolator, radiator, toaster, heating pad and other utilities just as truly as bathroom fixtures and electric lights are needed. Since detailed work on such sales has thus far been but infrequently done there is rendered more certain the success of the energetic merchant who concentrates on satisfying household electrical demand. While houses are building is a good time to interest owners in electrical goods.

The field is constantly enlarging. Every new wire installation means another prospect for utility sales. When you know that despite the 800,000 electric vacuum cleaners sold in the United States during the past year, the number of vacuum cleaner prospects is now 400,000 more than existed twelve months ago, you will see how much more rapidly houses are wired than consumers are sold cleaners. 1,200,000 homes were wired in 1922, this 100,000 per month average exceeding greatly the 66,000 vacuum cleaners sold by American dealers every thirty days.

Starting from nothing fifteen years ago, electrical household utilities today show a sales volume almost one-quarter as large as the annual total done by American hardware retailers in all lines they handle. There was never a more opportune season for branching out into an allied business and through identifying yourself with quick-selling goods to thus gain the prestige always accorded leaders in their respective fields.

Housekeeping is the biggest business in the world!

Hardware merchants anxious for added profits will make quick progress if they concentrate on the household market.

Purdy Co. Pushes Electric Washers

Hardware Store in Oshawa is Pushing a Campaign of
Electric Washing Machines and Have had
very Satisfactory Results.

A large number of hardware dealers throughout Canada are stocking electric washers but not enough of these dealers are putting sufficient merchandising sales effort behind them.

The Purdy Company, Ltd., Oshawa, not being content with using only one sales booster, have combined four different methods in their electric washing machine sales campaign.

It is the big fault of most electric washer campaigns that they are not backed up sufficiently. For example, it is not enough to merely circularize a neighborhood. A representative should follow up the circular and explain more fully to the housewife the advantages to be derived from the use of the electric washer you are trying to sell.

A reproduction of the circular used by The Purdy Co., Ltd., which brought successful results is reproduced in connection with this article. Two thousand of such circulars were printed and distributed to every house in Oshawa, large or small.

It is interesting to note that the circular is directed to the man of the house. If it falls into the hands of the housewife she is most sure to read it, because it tells about a device that would be a labor saver for her and give her time to get some pleasures of life. Also the circular points out that an electric washer may be secured on easy payments. That makes the offer so much more attractive where they would be unable to pay for an electric washer in a lump sum.

The distribution of circulars were followed up by sales-

men. These salesmen made a house to house canvas and described the small payments offer more fully, and the advantages that were derivative from owning an electric washer such as they were offering for sale.

The manager of the hardware store confessed he was actually surprised at the good results from the campaign. Not only were the salesmen very well received, but they received enquiries at the store regarding the washer.

Every Saturday evening in the store, they demonstrated how the electric washing machine is operated. A large window in their shop makes it possible to give a good demonstration and it has served on many occasions to attract quite large crowds on Saturday nights.

Another method of publicity that has been proved successful by the Purdy Company is that of advertising at local

THIS WEEK ONLY

\$10 Cash Places an

ELECTRIC CLOTHES WASHER

in Your Home

Balance Payable \$3.50 Per Week

NOW MEN—*Just think what this means to your Home.*

Your wife won't be dragged down to the level of a household drudge.

She will remain a sweetheart to you, a mother to her children and wear the same smile that won you.

To Prove How Much Your Wife Needs an

ELECTRIC CLOTHES WASHER

- | | |
|------------------------------|---|
| 1. Stay at home for the day | 6. Get the meals ready |
| 2. Let your wife go out | 7. Tidy up the house |
| 3. Wash dishes and make beds | 8. Then smile and be happy when your wife comes home. |
| 4. Attend to the baby | |
| 5. Do the Washing | |

Call us on the Telephone 942 and let us arrange to demonstrate one of these machines in your home.

THE PURDY CO., LIMITED

Everything Electrical

Phone 942

82 Simcoe St. South

Miniature reproduction of window that brought good results to Purdy Bros.

moving picture shows. They have a short picture showing the operation of the electric washer they sell and a comparison with the old method of washing clothes by hand. It is practically impossible for any householder in Oshawa not to know that the Purdy Company sell a good electric washing machine.

"Selling the first ten washing machines were the hardest, said the manager. These ten have been the best advertisements we could possibly have. Once a woman buys one and discovers for herself really what a saving in time and exertion there is, she is sure to tell her next door neighbor about it. So that once we sold ten washers we had ten people advertising our washing machine without cost to us."

Put your store on a prosperity basis by attending the Retail Hardware Convention.

THE CLERK WOULDN'T WAIT

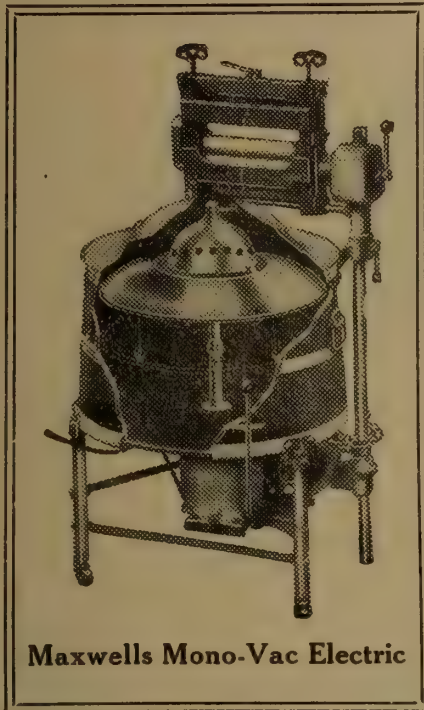
"See here, Johnson, this new clerk is selling twice as much goods as you."

"Yes, sir, that's what I've been tellin' him sir, but he won't stop".

YOUR Opportunity to

SEE

MAXWELLS PRODUCTS



Maxwells Mono-Vac Electric

on Exhibit when you visit the Convention at the Armouries, Toronto, Feb. 13th to 16th, Booths 39 and 40. A line you can sell with confidence on account of its excellence. This event will enable you to compare the virtues of the goods you recommend to your customers. Maxwell products will stand inspection. They include—

Washing Machines (hand, power, and electric)

Wringers, Food Choppers, Lawn Mowers,

Churns, Wheelbarrows, Pumps, etc.

Maxwells Limited

ST. MARYS

ONTARIO

OUR JANUARY SALES BEAR OUT OUR PREVIOUS CLAIM THAT

1923 Will Be BLUEBIRD Year

The Washer that most of the people are asking for is the logical one for Dealers to sell

Dealers who qualify for our exclusive agency with all its privileges, are assured of a very large percentage of washer sales in their territory.

Some territories still open for wide-awake dealers who can work for large profits.

Write to-day for particulars of our exceptional dealer proposition, Time Payment Financing and General Co-operation.

BLUEBIRD CORPORATION Limited

BRANTFORD

::

ONTARIO



BLUEBIRD—The Aristocrat among all Electric Clothes Washers.

Push Poultry Supplies, Sprayers and Seeds

Specialties carry Good Margin of Profit and have a Quick Turnover
if Featured in Their Proper Season—Order Stocks Early.

Written for "Hardware and Accessories" by C. C. White

POPULAR articles such as spraying equipment, seeds and poultry supplies increase sales volume without adding greatly to overhead. The sale of popular specialties permits dealers to increase net profits, and to add new names to their lists of permanent customers.

The development of the poultry raising industry causes a proportionate increase in the demand for poultry supplies. Successful chicken management demands the use of suitable equipment; this is why there is a good demand for incubators, brooders, fountains, feed troughs, feed hoppers, grit hoppers, automatic excreisers, small feed grinders oat sprouters and other articles.

Poultry supplies are profitable to sell. Advertising and display will bring buyers to the store in search of modern incubators, brooders and other necessary articles.

Both hot-air and hot-water types of incubators have their advocates; quality incubators of either type will give good service. Poultry raisers are learning to rely upon standard makes of incubators, as their experience shows that quality machines are most economical. The average buyer will consider quality above price when selecting an incubator.

It is to the dealer's interests to assist his customers to secure good hatches. When selling an incubator, it is necessary to make certain that the customer understands its care and operation.

The incubator should be placed in a room where the temperature is uniform. A cellar which is ventilated usually provides a desirable site for the machine. The incubator should be set perfectly level; so the heat will rise uniformly in the egg chamber.

"I advise customers to follow the directions which accompany incubators I sell," explained a dealer. "The manufacturer knows how his incubators should be handled, and gives necessary directions. Proper attention must be given the temperature, ventilation and turning and cooling of the eggs. I advise customers to turn eggs at least twice a day after the third day. Satisfied customers result when they are impressed with the necessity of caring for incubators systematically."

An active demand exists for brooders. Artificial brooding calls for the use of brooders which will supply a temperature of 95 to 100 degrees on cold days, without danger of fire. Ventilation, admittance of sunlight and ease of cleaning and disinfecting are important considerations in the eyes of prospective customers.

Both small-flock brooders and large-flock brooders are in popular favor. Small-flock brooders (portable hovers) are readily carried from place to place. A brooder of this type cares for from 50 to 75 chicks.

The large-flock brooder, equipped with heating device, warms from 200 to 500 chicks, caring for them in a single flock until they are ten weeks old. Where chicks are hatched in large numbers, large-flock brooders are popular.

When selling brooders it is advisable to explain that artificial brooding is a success providing the brooder is cared for systematically. Advise customers that the care of brooders consists of regular cleaning of the hover, attention to the heating device and occasional disinfection of the hover. The hover should be warmed to a temperature of 95 degrees, and carried at this temperature for a day before

chicks are placed inside it. Artificial brooding protects chicks from cold and wet. Hawks, skunks, rats, etc., seldom cause loss where good brooders are used.

Incubators and brooders merit intensive advertising, and attractive display. The dealer who sells incubators and brooders will have little difficulty in finding buyers of drinking fountains, marking devices, capon sets, and other articles which eliminate work and worry, and increase profits in poultry yards.

Dealers find a ready demand for spraying equipment. Spray pumps and accessories are in popular favor throughout the country. The demand for spraying equipment is strong because fruit and vegetable growers find their best insurance against loss lies in spraying. They find that sprayed vegetables bring better prices than unsprayed products of the garden; while unsprayed fruit is seldom worth marketing. Whether fruit and vegetables are produced for market, or for home requirements, spraying pays—and pays big!

Dealers find it advisable to advertise and display such popular leaders as combination sprayers, wheelbarrow sprayers, bucket spray pumps and compressed air sprayers.

They advise customers to select pumps of adequate capacity; for there is no economy in using pumps too small for the purpose. Dealers also advise customers to use new, modern pumps in place of obsolete equipment. Whether spraying solution will prove effective depends upon the way it is applied. Thorough and correct spraying calls for the use of good spray pumps.

There is a ready demand for such accessories as discharge hose and couplings, nozzles, etc. Many dealers supply the demand for spraying solutions, featuring lime-sulphur solution, Bordeaux mixture, Paris green, etc. Lime-sulphur, in particular, is of immense value, as its use controls and eradicates the dreaded San Jose scale.

Quality seeds will draw trade. This line merits publicity. It pays to handle the best seeds obtainable; for the sale of quality seeds results in repeat orders.

The sale of seeds will result in an increased demand for up to date garden tools. Gardeners will buy wheel hoe outfits when they see how time and labor are conserved by the use of the equipment.

Hoes, rakes, wheel hoe outfits and weeders assist the dealer to develop selling momentum, and increase net profits.

SELL ONE GALLON PER FARM

For general veterinarian work, spraying, etc., the average farm can consume about a gallon of coal tar disinfectants per year.

This represents a total annual volume of about six million gallons.

It is profitable business for the paint dealer and it is just as easy for the farmer to buy from a paint store as it is from the exclusive drug store.

Select and buy now a well-known, approved brand of disinfectant and base your stock on the number of farmer customers on your books. It is a line that can be sold with very little effort.



INCUBATORS—BROODERS OIL OR ELECTRIC

Latest and best models. Prices that will appeal.

Get our Catalogue showing complete line of Poultry and Spraying Supplies.

Largest Manufacturers in Canada.

Collins, NEVER-FAIL Products, Limited
HAMILTON, ONTARIO

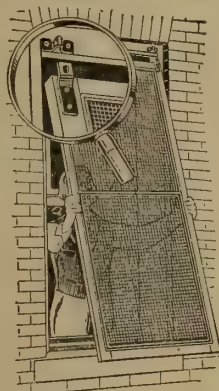
CANADA DUSTLESS ASH SIFTER



Saves coal. Pays for itself in a few months. Lasts a lifetime. IT IS POSITIVELY DUSTLESS.

With the present coal situation, there should be a big demand for this dustless ash sifter.

Manufactured only by
J. SAMUELS
275 Queen Street W.
TORONTO

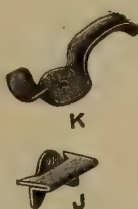


Give Them PHENIX QUALITY In Screen and Storm Sash Hangers and Fasteners

Phenix Storm Sash Hangers and Fasteners are simplest, handiest, easiest applied, most efficient—that's why they sell best.

New improvements put them in a class of their own. Write today for Catalog showing full Phenix line. Samples free.

Sold by all leading jobbers of the Northwest.



No. 114
Hanger

No. 30 Fastener

PHENIX MFG. CO., 030 Center St., Milwaukee, Wis.

"Pump Out Of Order!"

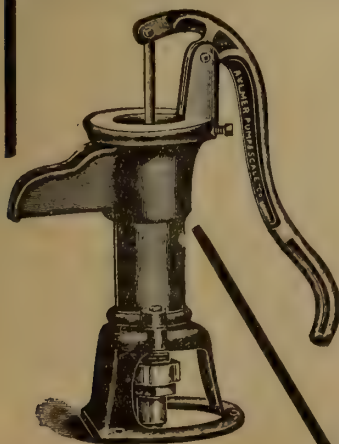
"Pump Frozen Up!!"

"Pump Has To Be Primed!!!"

"This is that Hardwareman's fault!"

That's what they'll say if the pump you sell them doesn't "measure up." A faulty pump breeds bad-will between dealer and customer more than any other product. A pump is the last thing anyone wants to fail.

You can keep the goodwill of your customers by selling them Aylmer Pumps.



Aylmer pumps are made to keep in order. Aylmer pumps don't freeze up—our special draining feature assures that. Aylmer pumps don't have to be primed.

AYLMER PUMPS

"Made and known in Canada for thirty-five years"

Handle a profitable line—Aylmer sales pay

Write for Catalogue No. 19

Aylmer Pump and Scale Co.
Aylmer - Ontario

The EUREKA Line

**Lawn Mowers, Seeders,
Sprayers, Cultivators, Etc.**

*You are cordially invited
to visit our Booth No. 29
at the*

ONTARIO

HARDWARE

CONVENTION

The Eureka Planter Co.
Limited

Woodstock, Ont.

Hardware And Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

MANUFACTURERS CHANGE NAME

The Banwell-Hoxie Wire Fence Company have changed the name of their company, which manufacturers the well known brand of **PEERLESS** Wire Fencing and Gates, at the corner of Princess and Lottridge Streets, Hamilton. The new name is The Peerless Wire Fence Company, Limited.

The change has been made purely for marketing and advertising purposes in order to create a closer connection between the name of the products and the name of the firm. The change of the name is a formality which does not effect the policy of the company in any manner. The same high quality that has always characterized Peerless products will be maintained.

NEW MIDGET MOTO-METER

A new midget model of the well known Boyce Moto-Meter is announced by the Moto-Meter Company of Canada whose plant is at Hamilton. This new model is



Boyce Midget Motometer

an exact re-production of the larger types and is guaranteed to give the same service.

The midget model will make a particular appeal to owners of small cars and as this type of car is predominant in Canada it will widen the appeal of the Boyce line.

Shipments of the midget model are already in the hands of jobbers.

STERLITH SCYTHE STONES

The Cleveland Stone Co., Cleveland, Ohio, have purchased the Sterling Grinding Wheel Co. plant and will market Sterling scythe stones and abrasives in addition to their line of grindstones. The scythe stones are made of Sterlish grit, which gives a diamond-like hardness that insures durability. The stones are being put up in orange and blue cartons, one carton being supplied with each order for one dozen stones.

NEW CRESCENT PLIER

A thin straight nose plier is a new addition to the Crescent line, which already comprises the famous Crescent Wrench, the Crescent Screw-Driver and other Crescent pliers. The new plier is, like all the Crescent tools, drop-forged, hardened and oil tempered. The thin nose makes it useful in getting at narrow places, but it is equally adapted to all round work, the fine steel and careful tempering rendering it capable of standing any amount of knocks.

The plier is of the slip-joint type, with a hand finished nickel plate throughout, and



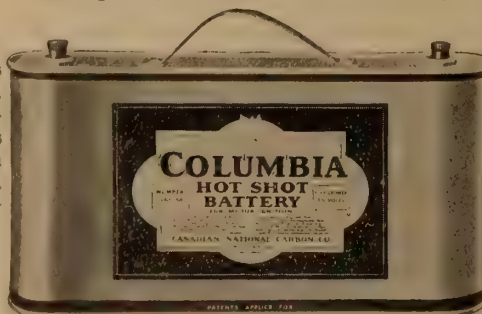
New Standard Nose Plier

the Crescent Checkerdot knurled handle. The finish makes it especially appealing to women, anyone can tell you how much a woman likes a light-weight tool with a good-looking finish, particularly if it will do all kinds of work.

The plier is meeting with wide-spread approval, dealers emphasizing its value as a tool "to take home to the wife". It comes in 5 and 6-inch sizes.

IMPROVED DRY CELL BATTERY

The latest development in the manufacture of dry batteries is the new Columbia Steel Case Hot Shot, an improved type of multiple cell dry battery designed for use with gas engines, tractors, motorboats and other general ignition purposes. In addition to possessing all the good qualities of the original Columbia Hot Shot, this new battery is securely encased in steel, ("built like a dreadnought" is the way it has been described), so that it is absolutely waterproof, and will stand unusually



Columbia Steel Case Battery

rough treatment. The cells are of full Columbia strength and firmly connected inside the case. The Columbia Hot Shot Battery is of a handsome appearance, the case being permanently lithographed in colors. The Canadian National Carbon Company, Limited, are distributing this new battery through their jobbers, in accordance with their regular policy.

PHOENIX HARDWARE SPECIALTIES

The Phenix Mfg. Co., Milwaukee, have issued an interesting circular describing their garage door bolts, locks and holders, the holder being a simple device which prevents hinged doors from slamming with wind.

Phenix Hardware Specialties made for doors and windows of all kinds are well known to the trade. A general catalog is



Phenix Garage Door Holder

issued that shows the complete line, consisting of Window Hangers and Fasteners, Loose Joint Hinges, Pulls or Screen Lifts, Corner Braces, Ventilator Sash Locks, Door Chains, Door Holders and the new line of Garage Door Equipment.

SOREN COMPANY REORGANIZES

Soren Bros., Limited, who fifteen on McCaul street, Toronto, in 1913 erected a large factory and warehouse on King street west, and in 1919 years ago established a small tinshop built a modern plant at 148 Van Horn street, with railway siding facilities, have reorganized under the name of the Soren Manufacturing Company, Limited, with capitalization of \$1,000,000, and are encouraging their retail customers and their employees to join them in their rapidly growing business.

The officers of the company are M. Soren, president; L. Soren, secretary-treasurer; A. J. Slade, sales manager, and A. Branson, office manager.

A display of "Soren" products is to be made at the Ontario Retail Hardware Convention.

RETAILERS' SHOOTING COMPETITION

George M. Dunk, Toronto representative of the Dominion Cartridge Co., who will be in charge of their exhibit at the Ontario Retail Hardware Convention, has arranged to hold a shooting competition at the Armouries during the Convention for the championship of the Ontario Retail Hardware Association. The prizes will be gold, silver and bronze medals for the three highest scores. Marlin rifles will be used and the ammunition and targets will be supplied by the Dominion Cartridge Co.

BE SURE AND VISIT THE SOREN MFG. Company

—DISPLAY—



at the
Ontario
Retail Hardware
Exhibition

Feb. 13 to 16

a full line of
**HOUSEHOLD
UTENSILS**
and the
**FROST KING
REFRIGERATOR**
will be exhibited

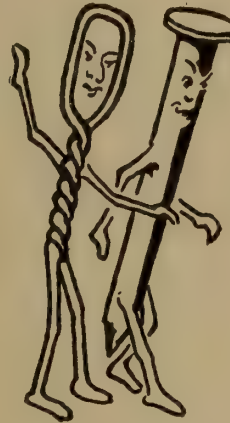
Book your Spring Order Now

SOREN MANUFACTURING CO., Limited
148 VANHORNE STREET, TORONTO

Laidlaw Products



SPEAKING OF COATS



The coating of fine wire with either zinc spelter or tin to make the finest, smoothest article has taken a great deal of the attention of the Laidlaw Bale Tie Co., Ltd.

Today we are operating one of the most complete equipments for this class of work and Laidlaw galvanized and tinned wire excels.

Every department, whether producing wire, nails or bale ties is given the same minute attention to necessary detail, but in coating wire, coarse or fine, The Laidlaw Bale Tie Company is well to the fore.

THE
LAILAW BALE TIE CO., LTD.
HAMILTON, CANADA

Be specific--say "Laidlaw Products"

The Gillette Electric Clipper



"Gillette" model
"1911" ceiling sus-
pended Portable El-
ectric Clipping,
Grooming, and Shear-
ing Machine

Saves Time and Money

Clipping Horses, Mules,
Cattle and Dogs.

Quickly and easily shears
Sheep and Goats. Used
extensively for grooming
Horses, Mules and Cattle.

Operates from any elec-
tric lamp socket. Also run
on any make of Farm Light-
ing Plants.

Send for price list illustrat-
ing our different types of
Hand and Power Mach-
ines, also Hand and Toilet
Clippers.

Gillette Clipping Machine Co.

129C-131 West 31st St.

New York City

ALLIGATOR STEEL BELT LACING

BEST FOR EVERY BELT

In Alligator Steel Belt Lacing, supreme strength is combined with ease and speed of application, complete range of sizes, permanence, mechanical perfection and economy. It is being advertised extensively in Canada this year.

Keep suitable sizes of Alligator in stock. Your jobber will supply you.

Interesting book upon request. Also metal counter display card if you carry stock of Alligator.

Flexible Steel Lacing Co.

4667 Lexington St., Chicago, Ill.

in England at 135 Finsbury Pavement, London, E.C., 2



"Never
Lets Go"

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ALBERTA

Chauvin—G. W. Allan & Co., hardware, has sold to A. E. Scott.

Edmonton—The Sommerville Hardware Store was destroyed by fire recently. The loss is estimated to be \$200,000.

Innisfree—The retail hardware firm of Graham & Dickson has dissolved.

Wayne—Fire completely destroyed the building and stock of the Wayne Supply Company. The loss is in the neighborhood of \$40,000.

BRITISH COLUMBIA

Vancouver—The B. C. Hardware Club will have its annual meeting on February 7 in the Hotel Vancouver. Reports will be given covering the various activities of the club during the past year and new officers will also be elected. The earlier part of the day will be devoted to a general business session, while a dinner and dance will be given during the evening. W. A. Hudson will be chairman at the business session and Chas. Bryson of New Westminster will look after the evening's entertainment.

MARITIME PROVINCES

Bathurst, N.B.—Fire damaged the store of H. M. Kemp, hardware.

St. John, N.B.—Catherine T. Quinn is now conducting the hardware business formerly known as Quinn & Co.

St. John, N.B.—An office has been opened here by the Gutta Percha & Rubber, Ltd., at 62 Prince William St. In this branch office will be stocked various kinds of mechanical goods, auto tires and tubes, etc. A. E. Doig is manager.

Halifax, N.S.—The St. Lawrence Hardware Co. has sold their hardware stock to A. M. Bell & Co.

MANITOBA

Leduc—Moss & Bullock have bought the business of B. S. Morris Hardware Co., Ltd.

Winnipeg—Ideal Aluminum Products, Ltd., are now located at 126 Lombard Street.

Inglis—A. Seifert has opened a hardware store here.

ONTARIO

Beaufield—Fire caused a loss to C. H. Willsie, hardware.

Brussels—Alex. Strachan has retired from the hardware business. His store has been taken over by Fred Hunter, who has been with the firm for the past 15 years.

Capreol—Torrance's hardware store was destroyed by fire which burned down an entire business block. The loss is estimated at \$5,000.

Caistor Centre—Ewart McEvoy has sold to E. Pettigrew.

Delaware—Fred Eichenberger has bought and taken possession of the hardware business formerly owned by D. R. Owens.

Hamilton—The Canada Steel Goods Co. has purchased the stock of hinges and butts, and also equipment for

manufacturing same, from N. Slater Co., Ltd.

Goderich—C. C. Lee is reorganizing his hardware business and will specialize on heavy hardware for boats, mills and factories.

Hamilton—The Banwell-Hoxie Wire Fence Co. has been absorbed by the Frost Steel & Wire Co. For the present, the two plants will be operated separately.

Hamilton—Louis Brisson has sold his hardware business to Joseph Tallman.

Ingersoll—R. E. Knowles, formerly of St. Mary's, has opened a retail hardware business to be known as the "Ingersoll Hardware."

Kitchener—Ames-Holden Tire and Rubber Co., Ltd., has been incorporated with \$325,000, to manufacture automobile tires and accessories.

Kitchener—The Onward Mfg. Company have appointed J. McLaren and D. F. Pernfuss as representatives in eastern and western Ontario for the Eureka vacuum cleaner and the Sunnysuds electric washer. Alfred D. Estiambre has also been appointed to represent them in Quebec Province.

London—John Stevely, formerly secretary-treasurer of the Columbia Handle Co., is dead.

Mount Dennis—W. King, hardware, has moved from Humber Boulevard to 1041 Weston Road.

St. Catharines—Coy Bros., hardware merchants, have moved their business from St. Paul Street to larger premises at 8 James Street.

Sturgeon Falls—A new store building and warehouse will be erected for Fortier & Beauchesne.

Galt—Robt W. Hogg is now sales manager of McCaskey Systems Limited.

Toronto—Edwards Hardware has begun a retail business at the corner of Dovercourt and Hallam Streets.

Toronto—The Easy Washing Machine Co., Ltd., has moved from Clinton Place to 409½ Yonge Street.

Toronto—At a meeting of the merchants comprising the Dominion Hardware Stores, the following officers were appointed for the coming year. Hon. President, F. R. Jackson; president, W. J. Merrill; vice-president, E. W. McGillivray; secretary, J. M. Boyd; treasurer, C. G. Bailey. Mr. Clifton is manager of the company. There are now fourteen stores in Toronto in this chain.

Toronto—United Industries, Ltd., has been incorporated with \$131,250 capital to manufacture tools, hardware, etc.

Toronto—John W. Learn, for the past thirty-two years employed by the Canada Metal Co., Ltd., is dead. The late Mr. Learn opened a hardware store at Port Colborne in 1867, and lived in Toronto for the past forty-five years.

Toronto—Piston & Ring Service, Ltd., has been incorporated with a capital of \$50,000 to make automobile accessories and radio equipment.

Toronto—Pneumonia caused the

death of George Duthie, managing director of the Roofers Supply Co.

Toronto—Sturgeons Limited, wholesale paint dealers, 68 Richmond St., Toronto, have purchased a factory and warehouse at 330 Carlaw Ave., Toronto, and will move their warehouse to the new location at an early date.

Toronto—F. T. Sykes has moved his retail business from 171 Spadina Avenue to larger premises at 2299 Yonge Street.

Toronto—The Brice Hardware has commenced business at 1781 Danforth Avenue.

Tottenham—F. H. Keogh has bought the retail hardware business formerly owned by J. A. Foucar. This business was commenced in 1872 by the late L. P. Foucar and conducted by him up to the time of his death about four years ago. Since that time the business has been operated by his son, J. A. Foucar.

Milverton—George Guenther has sold his hardware business to Robert Schenck.

St. Catharines—L. E. McKinnon, president of McKinnon Industries, died recently.

St. Catharines—A. E. Turner has opened a hardware store at 120 Lake Street.

Toronto—Durabilt Spark Plug Co., Ltd., has been incorporated with \$100,000 capital to make automobile accessories.

Toronto—Soren Mfg. Co., Ltd., has been incorporated at \$1,000,000 to manufacture tinware, brassware and other hardware products.

QUEBEC

Montreal—Faucher & Fils, wholesale hardware merchants, have dissolved.

Montreal—J. L. Montgomery has been appointed Canadian sales manager by the American Metal Polish Co., of West Summerville, Mass.

Montreal—E. M. Putnam, formerly advertising manager of Canadian Explosives, Ltd., is now with the sales department of Dominion Cartridge Co., Ltd.

Montreal—Adcock & Co. have been appointed Canadian agents of the Page-Lewis Arms Co., Chicopee Falls, Mass., manufacturers of rifles.

Montreal—P. J. Champagne, hardware, has been incorporated.

Montreal—The Steel Trough & Machine Co. have appointed G. M. Price, 10 Victoria Street, as their representative for Quebec and Maritime Provinces.

Montreal—The Ruberoid Company has appointed H. C. Bonney as general manager. Mr. Bonney recently severed his connection as vice-president and general manager of the Barrett Company.

Montreal—J. Charles West, late of Almy's Limited, has been appointed superintendent of sales of the Congoleum Co. of Canada, Ltd.

Montreal—Mount Royal Hardware has dissolved.

Montreal—A new office building and warehouse is to be constructed for A. Prudhomme & Fils, Ltd. The building will be a five-storey concrete construction.

SASKATCHEWAN

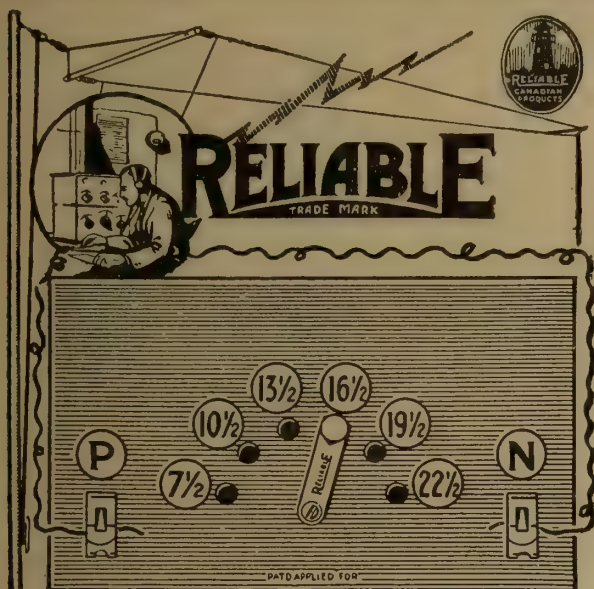
Fusilier—B. Klug, fire loss.

Kendal—A branch store has been opened here by Edwards and King.

Complete Line of Wholesale Radio Supplies

WHOLESALE DEALERS ONLY

TORONTO RADIO COMPANY
147 Victoria Street, TORONTO



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by
The Dominion Battery Co., Limited
Toronto - Montreal - Winnipeg - Calgary - Vancouver

WRITE FOR PRICES ON SUPERIOR MACHINISTS VISES



These vises are of correct design and are strongly constructed.

They are very rigid and can be used and depended upon for all accurate work. Various sizes are made, from 3" to 6" Jaw.

We also make other types of vises, both Bench and Machine, Bench Grinders, Small Air Compressors and Saw Mandrels. Write us direct or to our representatives—

A.G. & A.L. BROWN CO., MONTREAL and
DAVID PHILIP, WINNIPEG
SUPERIOR MACHINERY CO., Limited
51 York St., London, Ont.

HERCULES SASH CORD

Made in Canada and
used with complete
satisfaction through-
out the Dominion for
over twenty-five
years. - - -

On the Ocean Front

Fireproof

The Breakers

ATLANTIC CITY, N. J.



Comfortable, airy bed-rooms. Luxurious lobbies with spacious verandas and sun-parlors overlooking the ocean. Hot and cold running sea water in all baths. An ideal sojourn for those seeking rest or recreation. Evening concerts. Dancing.

Reduced Winter Rates

AMERICAN AND EUROPEAN PLANS

New Golf Club Privileges

Fireproof Garage

JOEL HILLMAN, *Proprietor*

Leslie—H. G. Nordal has bought the interest of J. McIntyre of McIntyre & Son, hardware merchants. The new firm will be known as Nordal & McIntyre.

Pilot Butte—R. E. Sedman opening a hardware store.

Saskatoon—The stock and store of the Fawcett Hardware Company have been taken over by the Saskatoon Hardware Co., Ltd.

Saskatoon—Saskatoon Hardware Co., Ltd., is having plans prepared for new store and offices.

Saskatoon—The Canadian Fairbanks Morse Co. are closing their branch here.

Viscount—Wagner Bros. succeed Hill & Wagner Bros., hardware.

TOM WRIGHT'S NEW LINES

Smith & Hemenway, Irvington, N.J., manufacturers of "Red Devil" pliers and tools, have appointed



THOMAS WRIGHT Toronto.

Thomas Wright, Toronto, as their Canadian representative.

Smith & Hemenway have had a very extensive connection with the

hardware trade throughout Canada and their line is very widely and favorably known.

Mr. Wright will exhibit at the "Red Devil" line at the Ontario Retail Hardware Exhibition, and will also make a display of the various other products he represents, including locks, etc., manufactured by the National Hardware Co., Orillia and Edge Tools manufactured by the Canadian Edge Tool Co., vises and tools manufactured by the Red Machine Tool Co., Hamilton.

New agency premises are being occupied by Mr. Wright at 30 Front street east, in the offices formerly occupied by T. B. Lee, cutlery and hardware importer.

Messrs. Bruce Morrow and James Houston, who also represent various hardware manufacturers, have engaged offices at the same location.

PLANNING "CLEAN-UP" CAMPAIGN

A joint meeting of the Paint, Oil and Varnish Club of Toronto and the Toronto Retail Hardware and Paint Club is to be held on March 13 to discuss plans for holding another "Clean Up and Paint Up" Campaign in Toronto, next May. The campaign last year resulted in giving wide publicity to hardware dealers selling paints and varnishes and it is hopeful that this year's program will be on an even larger scale than adopted last year.

WINNIPEG PAINT CLUB

At the annual meeting of the Winnipeg Paint, Oil and Varnish Club in January new officers were chosen for 1923 as follows:

President—Ira T. Peacock.

Vice-President—S. Littlewood.

Secretary-Treasurer—A. J. Webb.

Directors—J. Leonard Paul, John Drewe and W. C. Boyd.

Past President Paul and Secretary Horton gave interesting reports of an active year's work on behalf of the "Save the Surface" and the "Clean-up and Paint-up" campaign, the results of which were very beneficial to the trade.

T. F. Monypenny and H. E. Mihell, of the Imperial Varnish & Color Co., Toronto, also addressed the gathering, other guests being G. C. McEwan, L. R. Beaumont and E. L. Sander.

PROMOTED TO VICE-PRESIDENT

The Lufkin Rule Co. of Canada, at their annual meeting in January appointed James A. Hossack, who has for 17 years represented the company



J. A. HOSSACK, Toronto.

calling on the hardware trade throughout the Dominion, vice-president of the company.

Mr. Hossack will continue his connection on the road with the jobbing trade and will, as usual, keep Lufkin rules and tapes prominently before retail dealers at hardware conventions throughout Canada.

MEN WHO WILL DELIVER ADDRESSES AT HARDWARE CONVENTION



Frank Stockdale merchandise Expert



J. C. Gibson, Toronto representative Oneida Community, Ltd.



M. K. Pike Northern Electric Co. Ltd., Montreal.



W. S. Gibson, Sheet Metal Products Co., Ltd., Toronto.

A New Name Back Of Well-Established Quality

The Banwell-Hoxie Wire Fence Company, Limited manufacturers of Peerless Wire Fence and Gates have changed their name to the Peerless Wire Fence Company, Limited.

This change in name in no way effects Peerless products. It has been made purely to create a closer connection between the brand of the products and the name of the firm. The high quality that has made Peerless Fences and Gates a by-word with farmers will jealously maintained. Dealers can expect the same full-hearted co-operation in shipping, merchandising and selling.

Well informed dealers know the advantages of the Peerless line. They know its merit makes friends with their customers and builds future business. They know the liberal policy of this company make it a profitable line to handle.

Write to-day for our 1923 sales proposition.



Peerless Wire Fence Co., Limited

HAMILTON

--

ONTARIO

HARDWARE MARKET SITUATION

The hardware market is again on the upward trend. Almost all merchandise being offered for booking show advances over last year.

The first two weeks in January were somewhat dull, report jobbers and manufacturers, due no doubt to few inducements being offered in the way of travellers being off the road. This, with trade conventions and new season's lists being prepared, made trade somewhat slow.

Retailers report good business. Following a good Christmas trade the year opened up well, and January last compares very favorably with any recent January. Skates and other winter outdoor sporting goods have sold well this season, many dealers being completely cleaned out. Coal oil, electric and gas stoves also have been big sellers, the coal shortage situation helping on these sales.

Building supplies and hardware are expected to be big sellers again this year in the Ontario centres at least, where rather heavy permits have been applied for.

Rubber, cotton and metals are increasing in values and the multitudinous articles made from these have been advanced in price. A greater number of hardware articles have been increased in price during the past month than has been the case for any month during the past year.

The outlook for spring is good. Booking is already encouraging. The heavy snow this winter is held to pre-empt a good agricultural crop. The employment situation is improving. So with these trade signals flying a much better trade year is anticipated than obtained in 1922.

Here are the price changes during the past month:

ADVANCES

Metals—Antimony, up $\frac{3}{4}$ cent to $8\frac{3}{4}$ cents a pound; pig lead, advanced 50 cents a hundredweight; spelter, now $9\frac{1}{2}$ cents a pound; tin, increased 4 cents to 45 cents a pound; zinc, 2 cents to 14 cents a pound.

Plates—Canada plates advanced 50 cents to \$5.50 for dull and \$5.40 for ordinary; tin plates (coke), up \$1 to \$14 for IC and \$17.50 for IX;terne plates are now at \$15 for 20 x 28 size.

Plumbers' Supplies—Class A malleable fittings are now at 60 off instead of 70 and flanged unions at 27 instead of 30% discount.

Conductor Pipe—Larger sizes increased in price. 5 inch is now \$48 and 6 inch \$58.80 per hundred feet.

Eavetrough—Larger sizes increased in price. 15 inch now \$34.50 and 18 inch \$44. Half wind trough has been increased to the same price as wind, \$1 per hundred feet over similar sizes of square.

Leather Belting—Higher by reducing discount 5 per cent. Extra quality is now at 25% off, and standard at 25 and 10.

Brooms—Advanced about \$1.50 a dozen. No. 5, four strings, are now \$8.25; standard, \$9.40; Little Beauty, \$11.30; Royal Blue, \$15.75.

Food Choppers—Advance made on Universal brands. No. 0 is increased from \$16 to \$18 a dozen; No. 1 from \$18.75 to \$22.00; No. 2, from \$22.75 to \$25.20; No. 3, from \$30.75 to \$32.40.

Hercules Sash Cord—Advanced 3 cents a pound to 63 cents for No. 6.

Drill Bit Stock—Higher by 2 points. Discount now at 50 off.

Hammers and Sledges—Revisions show higher prices. Nail hammers are now at \$11 for No. 21; Canadian sledges are at \$25 for 2-pound weights; Mason's sledges are at \$27.50 for 2-pound weights; and striking hammers are at \$13.75 per hundredweight for 5-pound sizes. Other sizes show proportionate advances in all these hammer lines.

Lanterns—Higher prices. Plain, long or short globe are now \$10.74; japanned, \$11.25; dash, plain, \$14.25; japanned, \$14.32.

Wire Nails—Increased 25 cents a keg to \$4 base.

Poultry Netting—Invincible netting has increased 5 cents a rod. No. 1848 is now at 72 cents and No. 2060 is 79 cents.

Fuel Oil—Advanced a cent a gallon to 9 cents in barrel lots.

Building Paper—Revised prices show slightly higher quotations on No. 2 grades, with tarred fibre and sheathing papers also higher.

Pulleys for Clothes Lines—Higher prices. No. 58 japanned now at \$4.11 a dozen.

Pumps—A number of slight advances have been made on all sizes of house pumps with both pitcher and closed spouts.

Copper Rivets—Higher by reducing the discounts some 5 per cent.

Ready Roofing—Some makes higher by 5 to 10 cents a roll.

Cotton—Higher by 3 cents a pound. One-eighth inch size now at 52 cents.

Cotton Twine—Also higher by 6 cents a pound.

Plate Glass—Now higher by cutting off extra discount. Now at 50 off.

Prepared Paints—Higher by 15 cents a gallon.

White Lead—Increased 75 cents per hundred pounds.

Cotton Waste—Higher by about 3 cents a pound.

Wood Alcohol—Up 20 cents a gallon to \$1.70.

Chalk Lines—Advanced 5 per cent.

Automobile Tires—Higher by 15 per cent.

Mops—Advanced. Crank wringing mops are now \$7.20 a dozen; self-wringing, \$4.80; No. 11 Janitor, \$4.75; mop cloths, \$2.40.

Stoves, Ranges and Furnaces—Revision of prices show advances on some makes amounting to about 5 per cent.

Step Ladders—Advance of 2 cents a foot made on Household brand, now at 35 cents.

Wiss Shears—Higher by 5 per cent.

Hickory Handles—Advanced 10 per cent.

Coaster Wagons—New prices is-

sued show line at higher quotations. Discount is at 35 per cent.

Canvas Gloves—Advanced 5 per cent.

Turpentine—Advancing. Now around \$2.15 a gallon for single barrels.

Linseed Oil—Now around \$1.15 a gallon for raw and \$1.18 for boiled oil in barrel lots.

Lamp Wick—Up 10 per cent.

Wrenches—Advanced. Knife-handled wrenches higher by 7 per cent.; agricultural wrenches now at 45 off.

DECLINES

Dominion Ammunition—Revised prices showing somewhat lower quotations. Rim fire, centre fire, sporting and military, are now at 50 and 20 off; Crown loaded shells are at 50 and 20, with Imperial and Canuck at 50, 5 and 20.

Dry Cell Batteries—Reduced from 50 to 40 cents each.

Portland Cement—Slight reduction in carload lots only. Now at \$3.45 a barrel.

Cattle Combs—Revised quotations show slightly lower prices. No. 98 is now at \$1.90 instead of \$2 a dozen.

Horseshoes—No. 2 quality reduced 15 cents and No. 1 about 20 cents. Nos. 0-7, 3-7, 1-8 and 6-8 are at \$6.70 for No. 2 and \$6.95 for No. 1 qualities.

Gasoline—Declined 2 cents a gallon to 27 cents.

Lath Yarn—Declined a cent a pound to 16 cents.

Iron Bench Screws—Decline noted. 1 inch size now at \$10.75; $1\frac{1}{8}$ inch, \$12.25; $1\frac{1}{4}$ inch, \$14.65.

Rosin—Lower by 25 cents a hundred pounds.

Shellac—Declined 40 cents a gallon.

Binder Twine—New 1923 prices show slight reduction under last year's quotations.

Wash Boards (Enameled)—Reduced from \$6.85 to \$6.50.

STEEL TRADE OUTLOOK

The annual sales conference of the Steel Company of Canada, held at Montreal in January, was featured by a series of talks analyzing business conditions in Canada as they affect the steel trade. Building and industrial activity were reported as making an active season certain for the steel industry. President Robert Hobson, Vice-President Ross H. McMaster, Secretary H. H. Champ, and Sales Manager George Spence, Hamilton, and H. T. Diplock, Montreal, all took an active part in the conference, while at the staff banquet C. S. Wilcox, chairman of the board of directors, and Vice-President Cyrus Birge, also addressed the gathering.

TIRE COMPANIES AMALGAMATE

The Ames-Holden Tire Co. has completed an arrangement with the B. F. Goodrich Company of Akron, Ohio, whereby the latter company have taken a substantial interest in the Canadian company, which will in future be known as the Ames-Holden Tire and Rubber Company. Both "Ames-Holden" and "Goodrich" brands of tires will be manufactured for the domestic and export trade.

Nineteen-**PLENTY**-Three



Says the Wise Old Owl

Nineteen-twenty-two is dead.
Look ahead!

We are now well into nineteen
twenty-three.

A monthly quota set -
and that quota go to get,
If you'd make the New Year
Nineteen **PLENTY**-three.



The man who wants business badly enough to go after it in 1923 will get it.

Look ahead! The year is full of promise.

"Looking ahead" means planning and laying out your campaign; determining the strategy that will be employed to circumvent your competitors from getting more than their share of business.

"Looking ahead" means setting an objective for 1923 higher than that of 1922.

"Looking ahead" means looking further than 1923—seeing into 1924 and beyond.

What shall you push in 1923, and why?

A Gillette sale never ends. In the wake of the razor—Brownie or New follow the 1923-33-43 sales of blades, lather brushes, etc.

Every Gillette sale entitles you to set a bigger quota for your shaving corner in 1924, and to expect to get it.

The Gillette Safety Razor deserves your untiring selling effort. Every boost comes home to roost with you.

Make 1923 your biggest Gillette year yet.

Gillette

Safety Razor

*The New
Improved
\$5.00*

GILLETTE SAFETY RAZOR CO.
OF CANADA LIMITED
MONTREAL
QUE.

*The Brownie
Gillette
\$1.00*

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, FEB. 5, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 22c.
Antimony—Per pound, 8¾.

Brass—Sheet, base, 23c; rods, base, ½ to 1 in., round, 22c; tubing, seamless, base, 30c. F.o.b. Toronto.

Copper—Casting ingot base, 17½c; rods, ½ to 2 in., 30c; soft sheets, plain, 16 oz. and heavier, lb., 29c; plain tinned, 16 oz. and heavier, lb., 36c; polished and tinned, 16 oz. and heavier, lb., 41c; tubing, lb., 33c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, \$3.40 per cwt.; angle iron, \$3.50; horseshoe iron, \$3.90; Norway, \$12.50; toe caulk, \$4.10.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—\$8 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9½c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, \$3.15; bands, \$3.65; tire, \$3.35; spring, \$8.00; sleigh shoe, \$3.15; hoop, \$4.00; crucible cast sheet, \$28.00; cast tool, \$18 to \$30, according to grade.

Sheets, Blue Annealed—10 gauge, \$4.25 per 100 lbs.; 12 gauge, \$4.30; 14 gauge, \$4.35; 16 gauge, \$4.40.

Sheets, Black—18 to 20 gauge, \$5.05 per 100 lb.; 22 to 24 gauge, \$5.10; 26 gauge, \$5.15; 28 gauge, \$5.25.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$6.50 per 100 sq. ft.; 26 gauge, \$7; 24 gauge, \$9; 22 gauge, \$11; 20 gauge, \$12.50; 18 gauge, \$16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

	Queen's Head	Fleur-de-lis	Apollo
Sheets, Galvanized			
28 gauge, per 100 lbs..	\$7.15	\$6.90	
26 gauge, per 100 lbs..	6.75	6.50	
24 gauge, per 100 lbs..	6.45	6.20	
22 gauge, per 100 lbs..	6.30	6.05	
18-20 gauge, 100 lbs..	6.15	5.90	
10¾ oz., per 100 lbs.		\$6.65	
28 gauge, per 100 lbs.		6.25	
26 gauge, per 100 lbs.		5.95	
24-22 gauge, per 100 lbs.		5.80	
20-18 gauge, per 100 lbs.		5.65	
16 gauge, per 100 lbs.		5.50	
14-12 gauge, per 100 lbs.		5.35	

Plates (Canada)—Dull, 60 sheets, \$5.50; ordinary, 52 sheets, \$5.40.

Plates (Coke Tin)—IC, 20x28, 112 sheets, \$14.00, IX, 20x28, 112 sheets, \$17.50; IX, 20x28, 56 sheets, \$9.00.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$10; IXX, 20x28, 56 sheets, \$12.

Plates, Terne—IC, 20x28, 112 sheets, \$15.00.

Spelter—Per pound, 9½c.

Tin—Ingots (100 lbs.), per lb., 45c.

Zinc—Sheet, per lb., 14c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$17.50, standard, disc. 40 per cent.; extra heavy, disc. 30 per cent.

Boiler Tubes—2 inch, seamless, \$19; lapweld, \$16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts, Classes A, 60%; B and C, 70%.

Fittings—Cast iron, 27%; malleable bushings, cast bushings, 30%; unions, 45%; flanged unions, 27%; plugs, cast iron, solid, countersunk, all at 27%; Couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 55%; 4½ and larger, 45%; long, 4 in. and under, 60%; 4½ in. and larger, 50%; running thread, 4 in. and under, 35%.

Oakum—Special No. 1, \$13.00; plumbers', \$6.00 per cwt.

Packing—Fine jute, 15c a pound; coarse jute, 11c; hemp, 30c; square braided hemp, 32c; No. 1 Italian, 35c; No. 2 Italian, 28c.

Pipe (Wrought)—Price List No. 57, Nov., 1922.

Standard Butt Weld Pipe S/C					
Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.	
½ in.	6.00	8.00	
¾ in.	3.96	6.00	7.20	9.30	
1 in.	3.96	6.00	7.20	9.30	
1½ in.	5.02	6.55	7.31	8.93	
2 in.	6.10	7.82	8.86	10.70	
2½ in.	8.67	11.22	12.75	15.47	
3 in.	11.73	15.18	17.25	20.93	
3½ in.	14.03	18.15	20.63	25.03	
4 in.	18.87	24.42	27.76	33.67	
4½ in.	29.84	38.61	
5 in.	39.02	50.49	
5½ in.	50.60	64.40	
6 in.	59.95	76.30	

Standard Lapweld Pipe S/C

Per 100 feet.

Size.	Steel Blk.	Gen. Galv.	Wrot. Blk.	Iron Galv.	
2 in.	22.20	27.75	31.08	37.00	
2½ in.	32.76	41.54	46.80	56.16	
3 in.	42.84	54.32	61.20	73.44	
3½ in.	51.52	65.32	73.60	88.32	
4 in.	61.04	77.39	87.20	104.64	
4½ in.	71.12	90.17	1.07	1.27	
5 in.	82.88	105.08	1.24	1.48	
6 in.	1.08	1.36	1.61	1.92	
7 in.	1.40	1.79	2.07	2.50	
8 in.	1.48	1.88	2.18	2.63	
8½ in.	1.70	2.16	2.51	3.02	
9 in.	2.07	2.62	2.97	3.59	
10 in.	1.92	2.43	2.82	3.39	
10½ in.	2.47	3.13	3.63	4.37	

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.80. Less 70 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 60 per cent.

Pipe (Lead)—14c a pound. Waste pipe, 14c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 4 in., 5 in. and 6 in., 33½%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 45%; 8 in., net.

Pipe (Stove)—Net.

Registers—Warm air, japanned and common oxidized, 35% from standard list.

Solder—Wire, 31c a pound; strictly, 25c; commercial, 23½c; guaranteed, 26½c; wiping, 23½c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 70%. O. Ground and half round, 81 per hundred feet extra.

Valves—Globe, angle and check (standard), 25%; J.M.T., 10 and 10%; J.M.T. "C", 16 and 10%; J.M.T. gate valves, 16 and 10%; Jenkins' gate or straightway, 16 and 10%; Jenkins' Globe, 10 and 10%; radiator valves (standards and removable disc), 53%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ¾ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. \$1; 1½ in., blk. 85c, galv. \$1.30; 2 in., blk. \$1.20, galv. \$2.10.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., \$28; 5/16 in., \$34.40; ¾ in., \$22.80; 7/16 in., \$21; ½ in., \$19.60; 9/16 in., \$18.80; 5/8 in., \$18.60; 11/16 in., \$18.40; ¾ in., \$18.20; 13/16 in., \$18; 1 1/16 in., 1½ in., 1 5/16 in., \$18.90; 1¾ in., 1½ in., 1½ in., \$18.40; 1¾ in., 1¾ in., 2 in., 2½ in., \$19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Winchester and Savage advance on American list, 2½%; loaded shells, plus 2½%; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%. Remington Union Metallic, list less 2½%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, less 40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2.

Augers (post hole)—Rodgers make, 8 inch, \$29.40; 9 inch, \$30 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$17.50; double bits, doz., \$19.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$19.75; No. 3, \$22.00; No. 4, \$24.00. All net.

Bale Ties—Single Loop—No. 12, \$4.50; No. 13, \$4.60; No. 14, \$4.70; No. 15, \$5; No. 16, \$5.20. Cross head—No. 12, \$5.10; No. 13, \$5.20; No. 14, \$5.50; No. 15, \$5.95; No. 16, \$6.40.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, \$1.30; 1½ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.40; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60 per cent. off.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)—¾ Rim. ¾ Rim
No. 0—16 x 22, doz. ... \$ 7.50 \$11.00
No. 1—18 x 24, doz. ... 9.00 11.50
No. 2—18 x 29, doz. ... 11.00 13.00
No. 3—20 x 30, doz. ... 13.00 17.00

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 per doz.; Beaver (brass), \$8 per doz.; Competition Globe (metal), \$5.90 per doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$9 per doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$6.50 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$5.85.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), ¾ in. diameter and smaller, 6 in. and shorter, 40%. Carriage bolts (\$1 list), ¾ in. and longer lengths, 30%. Carriage bolts (\$1 list), 7/16 in. and larger, 30%. Machine bolts, ¾ in. and smaller, 4 in. and shorter, 50%. Machine bolts, ¾ in. and smaller, longer lengths, 35%. Machine bolts, 7/16 in. and larger, 35%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 45%. Bolt ends, 35%. Square head blank bolts, 35%. Plow bolts, 1, 2, 3 head, 30%. Elevator bolts, large head, 25%; corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts (\$3 list), 25%. Step Bolts, large head (\$3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 60%. Stove bolts, 65 and 5%. Sink bolts, 65 and 5%.

Nuts, 2 in., and smaller, square. Blank, off net list, \$1.00. Nuts, 2 in. and smaller, square, tapped, off net list, 50c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 50c. Tapped, net list.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, \$8.25 per doz.; No. 5, standard, \$9.40 per doz.; Little Beauty, \$11.30 per doz.; Royal Blue, \$15.75 per doz.

Butts—(Wrought Steel)—No. 840, less 12½%; No. 800, net; No. 838, less 12½%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 15%.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per

bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broad's)—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, \$18 a dozen; No. 1, \$22.20, No. 2, \$25.20; No. 3, \$32.40.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.10 a dozen; No. 65, \$21.18; No. 75, \$28.18. F.o.b. St. Mary's.

Gem—No. 20¾, \$21.60 doz.; No. 22, \$25.80; No. 24, \$34.20.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$3.10 a dozen; 48 ft. hanks, \$3.60; 60 ft. hanks, \$4.50.

Clothes Lines (Manila)—\$3.00 per dozen.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	\$15.40	\$18.80
¼ inch, electric weld.	14.60	17.20
5/16 inch, electric weld.	12.15	15.26
¾ inch, electric weld.	10.40	13.25
¾ inch, fire weld.	13.20	15.40
7/16 inch, fire weld.	11.30	13.30
½ inch, fire weld.	10.20	12.40
5/8 inch, fire weld.	10.70	12.90

Combs, Curry—No. 101, \$1.25 a doz.; No. 111, \$1.45; No. 121, \$1.40; No. 127, \$1.70.

Combs, Cattle—No. 98, \$1.90 per dozen; No. 100, \$2.60.

Cord (Sash)—Hercules—No. 6, 63c a pound; No. 7, 62c; Nos. 8, 9, 10, 12, 61c.

Cord (Awning)—White, 3½, \$2.75; 4, \$3.60; 4½, \$4.85 per pound. Drab, 4, \$4.30; 4½, \$6.00 per pound.

Crowbars—\$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., \$1.42 a dozen; 6 in., \$1.40; 7 in., \$1.80.

Doors, Screen—Kasement, No. 3, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills—Standard lists. Blacksmiths', 1 $\frac{1}{2}$ in. x 21 $\frac{1}{2}$ in. shank, each: 1 $\frac{1}{8}$, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; 1/4, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; 3/8, 80c; 13/32, 85c; 19/32, \$1.20; 1/2, \$1.30; 21/32, \$1.40; 11/16, \$1.50; 23/32, \$1.60; 3/4, \$1.70; 25/32, \$1.80; 13/10, \$1.90; 27/32, \$2; 7/8, \$2.10; 29/32, \$2.20; 15/16, \$2.30; 31/32, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Bit Stock—List, per doz., less 50%; 3/32, \$2.70; 1/4, \$3; 5/32, \$3.50; 3/16, \$4; 7/32, \$4.50; 1/4, \$5; 9/32, \$6; 5/16, \$7; 3/8, \$8.50; 7/16, \$10.50; 1/2, \$13; 9/16, \$15.50; 5/8, \$18; 11/16, \$21; 3/4, \$24; 7/8, \$30.

Blacksmiths', round shank, jobbers, 50 and 5%; ratchet 10%; wood and taper shank, 52 $\frac{1}{2}$ %; straight. 1/2 inch, and wire shank, 55%.

Drills (Millers-Falls)—Breast, No. 12, \$64.20 a dozen; No. 13, \$81.00; No. 118, \$72.00. Hand, No. 2, \$48.00 a dozen.

Egg Crates—Humpty Dumpty, \$6 a dozen; H. & D., \$5.80.

Files and Raps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney-Foot and Arcade, 60%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60%; Globe, 60%; Nicholson, 35 and 5%; Black Diamond, 35 and 5%; Delta Files, 20%; Firth Files, 50%; Disston, 50%.

Gloves—Canvas and cotton, \$15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$4.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstone Fixtures (Taylor-Forbes)—15 inch axle, \$8.66 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers, Nail—No. 21, \$11 per dozen; No. 1, \$14.85; Nos. 11 $\frac{1}{2}$, 61 $\frac{1}{2}$, \$14.30.

Hammers, Sledge—(Canadian), 2-21 $\frac{1}{2}$ lbs., \$25 per cwt.; 3-4 $\frac{1}{2}$ lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3 $\frac{1}{2}$ lbs., \$27.50 per cwt.; 3-4 $\frac{1}{2}$ lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1 $\frac{1}{4}$ lb., \$8.75.

Hammers (Maydole)—No. 1, \$18.25 per dozen; No. 1 $\frac{1}{2}$, \$16.80; No. 11, \$18.25; No. 11 $\frac{1}{2}$, \$16.80; No. 12, \$15.75; No. 13, \$14; No. 23, \$12.75.

Handles (Wood)—All hickory, oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar Mop Handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, \$15.25 a dozen pairs; No. 1, \$16.95; No. 2, \$18.05; Stearns, 4 in., \$13.55; 5 in., \$16.60. Perfect, No. 1, \$20.85; Canada, \$13.25; Hatch, \$13; National, \$15;

America, \$19; Great West, \$30; Storm King, No. 42, \$11.80 a dozen.

Hatchets, Shingling—No. 1, \$9.75 per dozen; No. 2, \$10.75.

Hatchets, Lath—Nos. 3 and 4, \$10 per dozen; No. 4, \$10.25.

Hatchets, Barrelling—Nos. 50 and 60, \$14 per dozen.

Hatchets, Claw—No. 7, \$11.00 per dozen; No. 8, \$11.50.

Heaters, Electric—National Glowler, \$8.75; National Heatrays, \$11.00; Majestic, 1 burner, \$10; Universal, \$13.80. Discount 30%.

Heaters (Clark's)—No. 5B, list, \$3.75; No. 7C, list, \$5.25; No. 7D, list, \$5.75. Brick and charcoal, \$1.30 a doz. Discount, 25%.

Hinges (Blind)—Clark's No. 1, \$2.15. per dozen sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.65; tee, \$1.40. 5 in., strap, \$2.00; tee, \$1.70. 6 in., strap, \$2.20; tee, \$1.95. 8 in., strap, \$2.95, tee, \$2.15. 10 in., strap, \$5.20; tee, \$3.60. 12 in., strap, \$6.40; tee, \$5.85. 14 in., strap, \$7.50; tee, \$6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, \$1.08; tee, \$1. 5 in., strap, \$1.26; tee, \$1.17. 6 in., strap, \$1.53; tee, \$1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., \$4.30; 8 in., \$4.80; 10 in., \$6.40; 12 in., \$7; 15 in., \$7.50; 18 in., \$11; 21 in., \$12.40; 24 in., \$16; 27 in., \$17.20; 30 in., \$18.50; 33 in., \$21.50; 36 in., \$24.50. Discount, 30%.

Screen Door Sets—No. 1200, \$37.50; No. 1201, \$45 per gross.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3 $\frac{1}{2}$ lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (Grass)—Canadian, No. 2, \$3.90 per dozen; No. 3, \$4; No. 4, \$4.10; No. 5, \$4.30; Little Giant, \$6.50; Barden Patent, \$6.50. English Fox—No. 2, \$5.75 a dozen; No. 3, \$6; No. 4, \$6.50.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—	Price per keg	
	No. 2	No. 1
Patterns	Sizes	and and larger smaller
Light iron	0-7	\$6.70 \$6.95
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70 6.95
Heavy iron	6-8	6.70
Snow	1-6	6.95 7.20
New light XL steel	1-6	7.15 7.40
Featherweight		
XL steel	0-4	8.55 all siz.
Special countersunk	0-4	9.25 all siz.
Toe weight (front only)	1-4	9.70 all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; 1/2 in., \$12.50; 5/8 in., \$14.00; 3/4 in., \$16. Less 5% for full reel, 500 feet.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size 1/2"	\$8.50	\$9.50	\$10.75
Per 100 ft., size 5/8"	10.00	10.75	12.00
Per 100 ft., size 3/4"	11.50	12.50	14.00

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—1/2 inch, 5/8 inch, 3/4 inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$1.96.

Handles for above japanned, \$19.45 per gross. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.73; Canadian Beauty, \$4.85; Classic, \$5.60 list.

Jacks (Screw)—1 $\frac{1}{4}$ x10, \$3.75; 2x12, \$5; 2x16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c. Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$8.40; B, per case of 6 doz., \$7.

Lanterns—Short or long globe, plain, \$10.74; japanned, \$11.25; Dash, plain, \$14.25; japanned, \$14.32; search (round reflection), \$14.32.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.25 doz.; 3 dozen cases, \$1.10 doz.; 6 doz. cases, \$1.05 doz. Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.00 per dozen; No. 3, \$2.50; No. 4, \$3.75; Barn Door, No. 5, \$3.00; No. 8, \$3.60.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Machines (Washing)—Dowswell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, 125.00; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$105; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, \$44.10 per dozen.

Mattocks—Cutter or pick, \$9.75 per dozen.

Mixed Bread—Canuck—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, \$16 per dozen; O-Cedar, less handle, \$14; O-Cedar, with handle, \$16; S. W. Mops, complete, \$4.00; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$6.75; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mop Wringers—White, No. 1, \$16.40 per dozen; white, No. 2, \$16.80; white, No. 3, \$24.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 25% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 45%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¾ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2½ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3½ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$4.00 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.00.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slatting, Box, Fence, Barrol Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Nails, cut—\$4.60.

Roofing Nails—American, large head, keg, \$10.50. Less quantities, \$11.50.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box, No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, \$4.50; No. 10, 2½ in. long, \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1½ in. mesh and 19 gauge wire—12 in., \$3.50 per 50-yard roll; 18 in., \$5; 24 in., \$6.30; 30 in., \$7.75; 36 in., \$9.90; 42 in., \$10.50; 48 in., \$12; 60 in., \$15; 72 in., \$18.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

¾ in. mesh and 20 gauge wire—24 in., \$10.50; 30 in., \$12.75; 36 in., \$15.

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 30%. American netting, 2 in. mesh, 20% off.

Invincible—No. 1848, 72c a rod; 2060 79c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 21c a gallon; Palacine, 23c; Gasoline, 27c. Above prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 69½c; mach. oil, reg. grades, 39c; Imperial gas engine oil, 59c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon; ex. heavy, \$1.25. List less 25%.

Gargyle, Mobiloil, A, E and Arctic, \$1.45; other grades, \$1.55. List less 25%.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net 9c, in barrel lots. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.10 per 400 ft. roll; No. 2, 75c; Surprise and Stag, 80c.

Tarred Fibre—No. 1, \$1.25; No. 2, 95c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; Spruce Sheathing, 36 in. and 72 in. wide, \$6. Asbestos Sheathing, \$8.25; carpet felt, \$3.75; tarred felt, 7, 10 and 16 oz., \$3.45; asphalt felt, \$3.75.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.45 a case; 4 gross (cartons), 4 in., \$1.50; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¼ in., 80c a dozen; 2 in., 90c; 2½ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, \$4.11 per dozen; No. 158, galvanized, \$4.38.

Pumps—	Pitcher	Closed
	Spout	Spout
No. 2	3.00	3.15
No. 3	3.45	3.85
No. 4	3.85	4.70
No. 70	6.00
No. 80	8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½%, Iron burrs, 47½% off list

on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 25% off; burrs, add 20%. Extras on copper rivets, ½ lb. pkgs., 1c per lb.; ¾ lb. pkgs., 2c lb. Coppered rivets, net extras, 2c per lb.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Comet—1 ply, \$1.30; 2 ply, \$1.70; 3 ply, \$2.10.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, \$5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., \$10.50.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 20c a pound; Beaver Manila basis, 18c; New Zealand hemp basis, 18c; Sisal basis, 16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ⅝ in., 1½c; ¾ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 16c; double lath yarn, 16½c; halyards, 42c; Beaver halyards, white, ¾ in. basis, 26c.

Hemp, deep sea line basis, 42c; hemp, tarred ratline basis, 35c; hemp, tarred bolt rope basis, 37c; marline and house-line, 37c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton ⅜ in., 52 a pound; 5/32 in., 51; 3/16 in., 48c; ¼ in. and up, 47c.

Sandpaper—B. & A. sandpaper, less 17½%; Star sandpaper, less 17½%; B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh. black.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 80 and 5% Oval Head, bright, 77½ and 5%; Round Head, bright, 77½ and 5%; Flat Head, brass, 75 and 5%; Oval Head, brass, 72½ and 5%; Round Head, brass, 72½ and 5%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.75; 1½ in., \$12.25; 1¾ in., \$14.65.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 56c; No. 8, 64c, No. 9, 68c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools,

hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 50%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, \$29; 2nd, \$28; 4th, \$25.

Draining tools, No. 2 black—1st, 29; 2nd, \$27.50.

Hollow back scoops, No. 2, black—1st, \$34.50; 4th, \$32.

Coal shovels, hollow back, No. 2, black—1st, \$32; 4th, \$30.

Sand shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Hollow back shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Riveted back scoops, No. 2, black—1st, \$37.50; 2nd, \$35.50; 4th, \$34.

Miners' spring point shovels, No. 2—1st, \$36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add \$1 per dozen net. Half polished, add 50c per dozen net. F.o.b. London, Guelph, Hamilton, Toronto, Kingston, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton, New Glasgow, Amherst, Fredericton, and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Standard list, less 37½%.

Staples (Fence)—Bright, \$4.15 per 110 lb. keg; galvanized, \$5.15.

Staples (Poultry netting)—Bright, \$7.25 per 100 pounds in kegs; galvanized, \$8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, \$1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, \$1.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ in., 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$21.50 each; Perfection No. 33, 3 burner, \$26; Perfection No. 34, 4 burner, \$34; No. 22G oven for above stoves, \$8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$4.75. Detroit Glass Front Oven, No. 85, each; net. Hot Blast.

Stoves (Oil Heaters)—No. 525, \$8.00 each; No. 530, \$9.00; No. 630, \$12.00. Discount 30% off list on these three numbers. Hot Blast, 20% off.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz.

Stretchers, Curtain—Star, No. 1, 5 x 10 ft., \$27 dozen; No. 2, 6 x 10 ft., \$29.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., \$60; Club, japanned, cyco bearing, \$120; Champion, japanned fittings, \$45; Grand, japanned, cyco b.b., \$68; Grand Rapids, nickelled, cyco b.b., \$55; Grand Rapids, japanned, cyco b.b., \$50; Parlor Queen, nickelled, cyco b.b., \$62; Princess, nickelled, cyco b.b., \$57; Standard, japanned fittings, \$46; Universal, japanned, cyco bear., \$48; Universal, nickelled, cyco bear., \$53. Toy (Bissell's)—Little Daisy, \$3; Little Queen, \$4.50; Little Jewel, \$14.

Sweepers, Vacuum (Bissell's)—Grand

Rapids, nickelled, \$106 a dozen; Household, japanned, \$94; Superba, nickelled, \$120 f.o.b. factory, Niagara Falls, Ont.

Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.75; awning, \$4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., \$2.00. National Flat Track, 1¼ in. per 100 ft., \$10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine, Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 11½c; 650 ft., 14c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅓ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 61c; 4 ply, lb., 64c.

Cones, 3 ply, lb., 58c; 4 ply, lb., 62c.

Tin and Enamelwares—

Britannic, list plus 5 %.

Scotch Grey Ware.

Colonial, 35%.

Imperial, 35%.

Pearl, 35%.

Diamond, 12¼%.

Premier, 12½%.

Canada, 12½%.

White, 50%.

Crystal, 50%.

Japanned ware, plus 10%.

Japanned ware, white, list, plus 20%.

Plain and japanned sprinklers, list plus 10%.

Stamped, plain, 50 and 10%.

Stamped ware, plain, 50 and 5%.

Stamped ware, retinned, 40 and 12½%.

Copper bottoms, net list plus 5%.

Tinners' trimmings, plain, 50 plus 5%.

Tinners' trimmings, retinned, 40 and 12½%.

Tinners' trimmings, general, plus 5%.

Factory milk cans, list, plus 15%.

Milk can trimmings, list, plus 33⅓%.

Cream cans, write for prices.

Railroad cans, write for prices.

Sheet iron ware, list, plus 10%.

Pieced ware, ordinary list, plus 30%.

Pieced tinware, C. B., list, plus 40%.

Fry pans, Acme, 30%.

Fry pans, Quick Meal, plus 5%.

Spiders, steel, net list.

Fire shovels, japanned, list, plus 10%.

Steel sinks, galvanized, 10%.

Steel sinks, painted, 10%.

Light galv. pails and tubs, 10%.

Heavy galv. pails and tubs, 10%.

Hollow ware, net list.

Garbage pails, 10%.

Jap. coal hods, list plus 40%.

Galvanized coal hods, plus 40%.

Paper lined boards, 35%.

Wood lined boards, 10 and 10%.

Copper boilers, 10%.

Copper tea kettles, 5%.

Copper tea and coffee pots, 5%.

Stove and other pipe, net.

Stove pipe elbows, black and galv., 10%.

Stove pipe thimbles, 60%.

Traps (Game)—Victor, No. 1, \$2.45 per doz.; Giant, No. 1, \$3.20 per dozen; Jump No. 1, \$3.20; Hawley Norton, No. 1, \$4.75; Newhouse, No. 1, \$7.05. All these include chains. Mouse, \$2.85 per gross. Rat, \$1.15 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, \$25.20 a dozen; No. 11, \$25.80; No. 11½, \$26.40.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Spikes, Ship—Base, ¾ in. and larger, \$5 per 100 lbs. ¼ and 5/16 in., \$5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Shoe Findings—List adopted June 7, 1922.

Spouts, Sap—Eureka, \$15 per thous.

Squares (Steel)—No. 3, \$21.60 dozen; No. 14, \$19.60; No. 100, \$24. Nickelled and blued, extra.

Weights, Sash—Sectional, 1 lb. per 100 lbs., \$3.25; sectional, ½ lb., per 100 lbs., \$3.25; solid, 3 to 30 lbs., per 100 lbs., \$3.00.

Wheelbarrows—Navy, steel wheel, \$105 a dozen; garden steel, \$78.75; light garden, \$84. F.o.b. Montreal, Toronto, London.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9: No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Bright base, \$3.80. Annealed base, \$3.80. Galvanized base, \$4.05 for No. 9.

Barbed wire, \$4.10. Coiled spring wire, 9 gauge, \$4.10.

Stovepipe Wire—No. 18, \$8.75; No. 19, \$9.25.

Wrenches (Crescent)—4 and 6 in., \$7.80; 8 in., \$9.60; 10 in., \$12.00.

(Stillson)—6 in., \$2; 8 in., \$2.25; 10 in., \$2.50; 14 in., \$3.50; 18 in., \$5; 24 in., \$7.25; 36 in., \$13.50. Disc., 55% on Canadian, 42½% on genuine.

(Agricultural)—Discount 47½ and 2½%.

Knife Handle—Coes, 30% off; W. & B., 37½% off.

Wringers, Clothes — Domestic, No. 531E, \$100; Dom. Bench, No. 541EB, \$160; Favorite, No. 511E, \$92; Favorite, No. 512, \$96; Royal Canadian, \$88; Favorite, No. 514, \$133; Ottawa, No. 331E, \$105; Ottawa Bench, No. 341EB, \$31E, \$95; Challenge, No. 311E, \$87; Warranty, \$100; Bicycle, 11 in., \$95; Eze, \$100; Rapid, \$86; Eureka, \$63; Blue Belle, \$100; Blue Belle, Folding B, \$160; Rival, \$95; Model, \$85; Imperial, \$94. Discounts from above list 30%.

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 35-40c.

Chrome yellow, 20-40c.

Brunswick green, 100 lb. keg, 12-14c.

Indian red, 100 lb. keg, 08-18c.

Lamp black, in bulk, 26c; packages, 30-38c.

Venetian red, best bright, 6-8c; No. 1, 3½-5½c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 3-6c.

French ochre, bbls., 5-8c.

Spruce ochre, 100 lb. keg, 5-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c;

French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultra-

marine blue, 70c; Prussian blue, 95c;

Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c;

Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c; red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$8; white, 100's, packages, \$7.50; colors, bbls., (250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: Dougall white enamel, \$6.40; Vitralite, \$7.93; Duralite, \$6.10; Old Dutch, \$6.36; B-H "White" Enamel, \$6.60; Martins, white, \$7.10; Satinette, \$7.24; C. P. Co. Albagloss, \$6.40; C. D. Master Painters, \$6.85; Mooramel, \$7; Lowe Bros., Linduro, \$7.10; Sunshine, white, \$6.10; Kyanize, \$8.10; Solpar, \$4.60; Paripan, \$9.10; Jasperlac, \$4.25; Invincible, \$6.10; Hillcrest, \$5.50; Adelite A. & E., \$7.65; Floglaze, \$4.60; Ripolin, \$7.19.

Glass—	Star or Double
Case lots.	16 oz. or 24 oz.
Up to 25	\$ 6.00 \$ 9.80
26 to 40	7.45 12.20
41 to 50	8.10 13.30
51 to 60	8.45 13.80
61 to 70	8.80 14.40
71 to 80	9.30 15.15
81 to 84	10.85 17.65
85 to 90	11.40 18.50
91 to 95	20.65
96 to 100	22.35

Discounts—Imported, 7½%; domestic, 5%.
Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50%.

Glaziers' Points—Zinc coated, 7c ¼ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal	Toronto
Anchor, pure	\$13.75	\$14.20
Champion, pure	13.75	14.20
Crown Diamond, pure	13.75	14.20
Green Seal, pure	13.75	14.20
I. V. Perfection	13.75	14.20
Ramsay's pure	13.75	14.20
Moore's pure	13.75	14.20
Tiger, pure	13.75	14.20
O.P.W., Dec., pure	13.75	14.20
Elephant Genuine	14.25	14.70
BB Genuine, less than tons..	15.10	15.55
Maple Leaf, pure	13.75	14.20

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$9.75; Genuine, 100 lb. casks, \$10.75; less quantity, \$11.75. F.o.b. Montreal and Toronto.

Glue—English, sheet, per lb, 24 to 30c; White pigfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags (English), per lb, 20 to 22c; Canadian, 16 to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.15. Boiled—1 to 2 bbls., \$1.18.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Barrett's Everjet Elastic Carbon Paint—Barrels, per gal., 80c; half barrels, 85c; 5s and 10s, 95c; 1s, per case, doz., \$12.00.

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 40c; 1 lb. paper cartons, 38c; ½ lb. tins, 42c; 1 lb. tins, 40c; 25 lb. tins, 36c; 50 and 100 lb. drums, 34c; 250 lb. kegs, 31½c; 600 lb. barrels, 31c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., \$2.40; 12 oz. bottles, \$4.80; 1 qt. can, \$12; ½ gal. cans, \$20; 1 gal. cans, \$28.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.) per cwt., \$4.20; 100 lb. drums, \$4.70; 25 lb. drums, \$4.95; 12½ lb. irons, \$5.20; bladders in bbls. (400 lbs.), \$5.95; in cases (100 lbs.), \$6.20. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Vanisher, \$3; Chalcot, \$3; Klensa, \$3; Cumoff, \$3; Dougall Lingervett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per gal. in 5-gal. lots—White, \$4.25; orange, \$3.75. Gal jugs, white, \$4.55; orange, \$4.05. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	\$1.45	\$1.70
B-H Anchor	1.45	1.65

M. L. Creosote	1.45	1.65
Solignum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine, Single bbls., gal., \$2.00; 2-4 bbls., gal., \$1.99; 5 gal. lots, per gal., \$2.15.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.18; Hard Oil, \$2.76; Gold Medal, \$3.42; Elastilite, \$3.95; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; Sun Aero Spar, \$4.60; Sun Waterproof Floor, \$4.10.

Glidden Wearette, \$4; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; In-destructo, floor, \$3.40. Pale Hard Oil, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-ite Floor, \$4.32; Wood-Var, \$4.16; Durable Spar, \$5.23; Finest Interior, \$4.97.

Moorlastic Floor, \$4.25; T. 45 Floor, \$3.50; Moorvar Interior, \$3.25; Moore's Spar, \$5.

S. W. Mar-not, \$4.03; Rexspar, \$5.14; Scar-not, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; House Spar, \$4.60; Floor, \$4.60; Interior, \$3.60.

Kyanize Spar, \$5.25; Cabinet Rubbing, \$4.95; Interior and Floor, \$4.95.

Luxeberry light, \$4.56; Granite, \$4.56; Spar, \$4.73.

Ramsay's Universal, \$3.80; Agate Floor, \$3.80; 400 Hard Oil, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.28; Furniture, \$2.30.

Dougall Univarnish, clear, \$4.50; Transparent, spar, \$5.00; Transparent, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescata, white, \$8.50; colors, \$9.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., \$1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 10½c; Sturgeon's Solpar, 10c.

Waste—Cream, polishing, 21c; White—xxx, 21c; Colored—No. 1, 14½c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., \$3.60; Ramsay's, 45; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, \$1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., \$2.00; Gilders, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons, \$1.50; Methylated Spirits, \$1.50.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, \$1.70.

EAGLE LAMP BLACK

Made only by

THE L. MARTIN COMPANY

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Agents in

Montreal, Winnipeg and Toronto

DECORATORS for EXHIBITIONS TOWN CELEBRATIONS and CARNIVALS

Let us do your next decorative job.
No job too small — none too large.

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Official decorators for Hardware Exhibitions.

STEEL

Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

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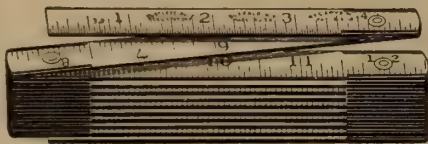
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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

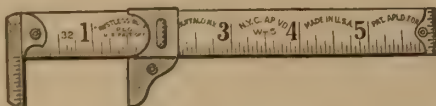
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Rustless Vest Pocket
Outside marking with 4 inch
folds, $\frac{1}{2}$ inch wide.

		Price per doz.
2 ft.	6 folds	\$ 8.40
3 ft.	9 folds	12.60
4 ft.	12 folds	16.80



6 inch Caliper Rule

MADE OF LUMINOY
A Special Alloy of Aluminum

$\frac{5}{8}$ inch wide. Graduated in 32nds.

THE RUSTLESS RULE CO., Inc.

5 Lafayette Avenue - Buffalo, N.Y., U.S.A.

There's Always a Revival

in Bathroom Fittings
and Hardware Specialties
trade right after the
New Year.



This year YOU can
make a lot of extra
money by keeping an
attractive display of a
fairly wide range of



Bathroom Fittings and
Hardware Specialties

constantly before your
customers.

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TORONTO

CANADA PAINT

"Canada's Favorite"



Every dealer selling it,
will unhesitatingly admit
that the popularity of
Canada Paint is
a decided asset in the
creating of better sales
and better profits.

"A Quality Paint
for every surface."

CROWN DIAMOND
WHITE LEAD

"Lo here! The rising Sun—the Sire of Light.
The Stars submissively retire from sight."

Save the surface and
you save all

CROWN DIAMOND
WHITE LEAD
GOVERNMENT STANDARD PURE
M. ARTHUR IRWIN LIMITED

Manufactured by
M. ARTHUR IRWIN LIMITED
ESTABLISHED 1842 MONTREAL

February, 1923

HARDWARE AND ACCESSORIES

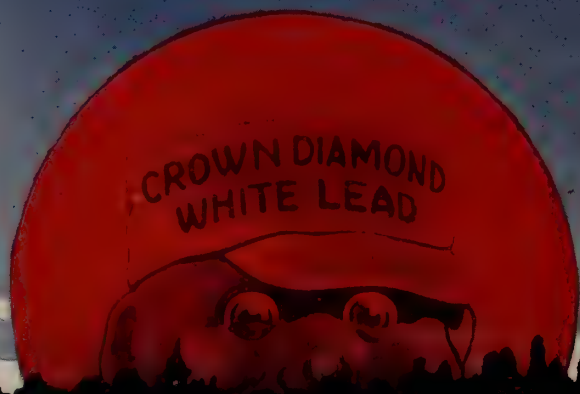
CANADA PAINT

"Canada's Favorite"



Every dealer selling it,
will unhesitatingly admit
that the popularity of
Canada Paint is
a decided asset in the
creating of better sales
and better profits.

"A Quality Paint
for every surface."



"Lo here! The rising Sun—the Sire of Light.
The Stars submissively retire from sight."



Manufactured by
McARTHUR IRWIN LIMITED
ESTABLISHED 1842 MONTREAL

HARDWARE

ACCESSORIES - SPORTING GOODS

PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

Published Monthly by WESTON WRIGLEY, 123 Bay Street, TORONTO

In Excellent Condition and Continuing our 50% Dividend for 1923

Combined Statement of Guaranteeing Companies of December 31st, 1922

ASSETS		
Cash and investments.....	\$ 4,414,743.01	
Interest accrued.....	80,962.20	
Premiums in course of collection.....	662,047.99	
Other assets.....	145,604.75	
Total cash assets.....		5,303,357.95
LIABILITIES		
Reserve for reinsurance.....	\$ 2,840,876.62	
Reserve for taxes.....	67,500.00	
Reserve for losses.....	269,017.66	
Unpaid accounts.....	8,817.62	
Other liabilities.....	109,498.63	
Total liabilities.....	\$ 3,295,710.53	
Net cash surplus.....	2,007,647.42	
Cash assets.....		\$5,303,357.95
Total insurance in force.....	\$331,364,753.00	

SAFETY

Surplus over \$2,000,000

SAVING

50%

SERVICE

An efficient field force

The Canadian Hardware and Implement Underwriters

C. L. CLARK, Manager

802 Confederation Life Building, Winnipeg

Alberta:
C. W. ATHEY
504 MacLean B.,
Calgary

Manitoba:
I. E. FAIRCHILD
802 Conf. Life Bld.,
Winnipeg

Ontario:
F. A. MARTIN,
P.O. Box 137,
Colborne

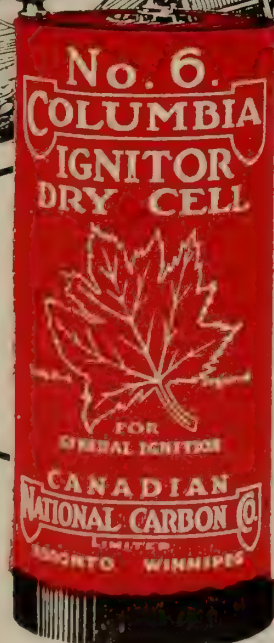
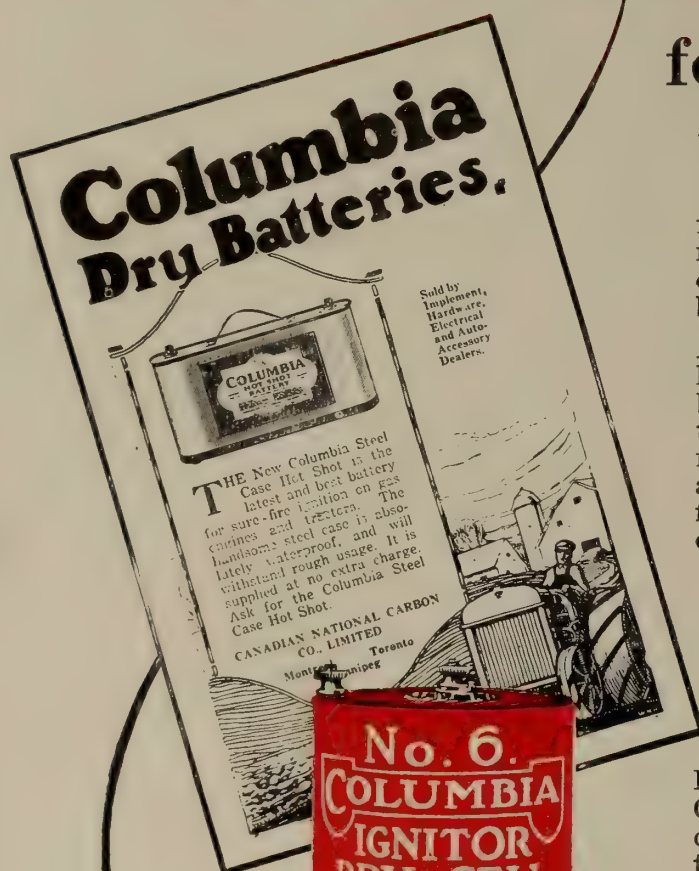
Quebec:
ALFRED BRUNELLE,
1046 Van Horn Ave.,
Montreal

Saskatchewan:
A. E. ATHEY,
2329 Montreal St.,
Regina

Columbia Dry Batteries

—they last longer

for our mutual benefit



NO RETAILER can make a success of his business unless he meets the requirements of his community. So no manufacturer can expect to prosper who is not constantly alert to the needs and demands of the retailer. And only by co-operation can both of us get the most from our business.

As the makers of Columbia Dry Batteries, we have realized our two-fold duty—to make the best possible batteries, and to help the retailer sell them. By dint of constant improvement we have perfected Columbia Batteries and—from the time Columbia Batteries were first manufactured in Canada—it has been our endeavour to simplify the dealers' selling problems. This is not wholly an unselfish policy, for an increase in your sales is naturally reflected in our sales to you. Be this as it may, every Columbia retailer has the benefit of every practical aid to increased sales that we can discover or devise.

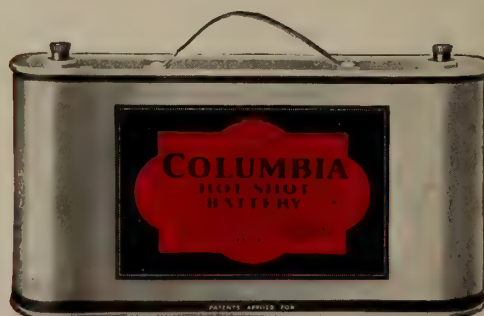
For that reason, Columbia dealers sell more Columbia Batteries than are sold by any dealers of any other make of dry cell batteries in Canada.

CANADIAN NATIONAL CARBON CO.,
LIMITED

Montreal

Toronto

Winnipeg





Stuart & Foster's Display at Ontario Retail Hardware Exhibition

“Stick Fast” Dry Paste

The STANDARD Dry Paste of the World

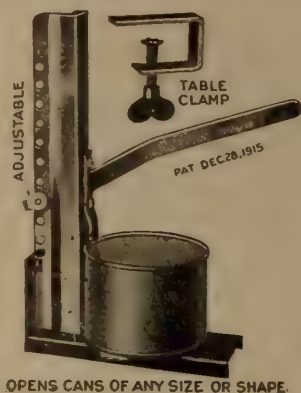
“Bon-Ton” Cream Metal Polish

In Every Test Has PROVEN The Best

Both Great Sellers at a Good Profit

Give your order to your wholesaler for some of each — NOW!!!

Stuart & Foster Ltd. 361 King St. E., Toronto



OPENS CANS OF ANY SIZE OR SHAPE.



Ladd Egg Beater Philosophy

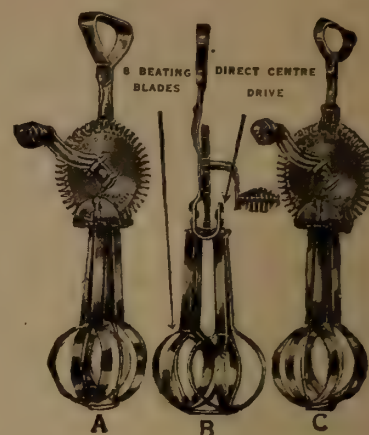
MARCH! No one can joke about that word the **THIRD BIGGEST** in our language, preceded only by Life and Government. This word has **STARTED** every army everywhere since the beginning of time and taken them home again victorious or vanquished. In trade likewise.

MARCH, in business, follows two months of preparation — January, **ASSEMBLE**;

February, **BE READY**; **MARCH**, **GO AHEAD**—and its application to business is a command. Dealers who do not **MARCH** this month, invite bankruptcy and the commercial guard-house.

Talking to dealers, all of whom sell **LADD BEATERS** and our other items, **stocks must be complete in March** and kept complete **this whole year**. Demand in 1923 will be the **biggest ever** and nobody will want cheaps.

We are old soldiers and always **MARCH** with you to capture **PROFITS** and **VICTORY**.

Ladd
Mixer-ChurnsSaturn Clothes-
Line Reels

Order immediately—JOBBERs the world over and US.

UNITED ROYALTIES CORPORATION 1133 Broadway, New York

Representatives:— G. S. WHITAKER & CO., Toronto

**Better
Business
Is Here**



LIGHTNING



GEM



BLIZZARD

**You'll
Sell
More**

You'll Sell More Freezers

The demand for Freezers now is several hundred per cent greater than this time last season, and orders continue strong. There is every indication of a big season for all of us. Don't get caught, order now, to put you in shape to catch the sales the moment your customers are in humor to buy.

Our Freezers need no introduction. They sell on a reputation established by more than thirty years of high class service, and they stay sold. This means easy, permanent profits. We furnish attractive advertising matter free for the asking. Just say the word.

Better get busy with your jobber. We are all ready to serve you—Let's go.

North Bros. Manufacturing, Co.

PHILADELPHIA, PA., U.S.A.

C. E. ADCOCK & CO. Canadian Representatives Coristine Building, MONTREAL



**SOME OF THIS FAMOUS
LINE ARE:**

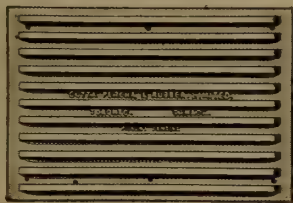
Running Board Mats
Radiator Hose
Rubber-Headed Mallets
Blow-Out Patches
Seal-Tite Patches
Floor Mats
Gasoline Hose
Pedal Rubbers
Wind-Proof Mats
(for Fords)

*In Models for Sedan
Touring and Coupe
Bodies*

"Quality All Through"

"GUTTA PERCHA"

Automotive Equipment



Step Pads



Running Board Mats



**Sealtite
Patches**



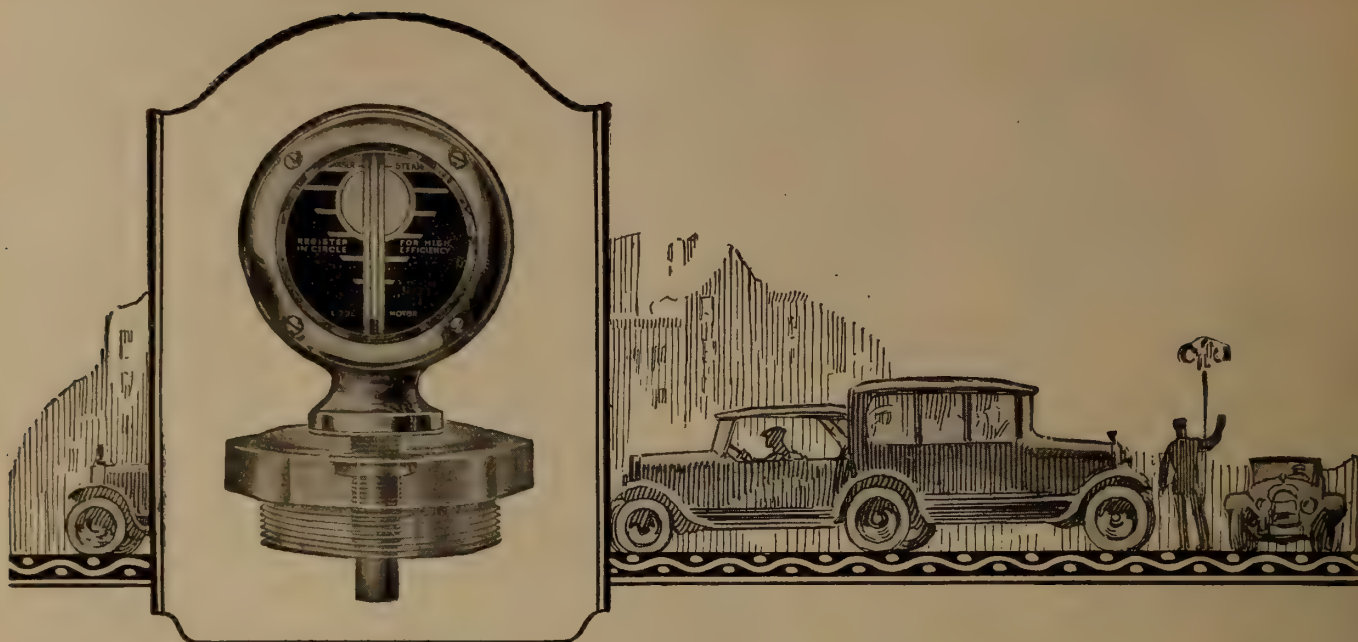
**Rubber
Headed
Mallets**

A decision to stock the "Gutta Percha" line of Automotive Accessories is an important factor for success in sales and profits. But it goes further than that; motorists have found that this reliable line makes good, so they re-purchase. They are always in a mood for accepting goods with the "G-P" mark. Convincing advertisements in more than 80 publications help the merchant turn stocks of "G-P" products quickly.

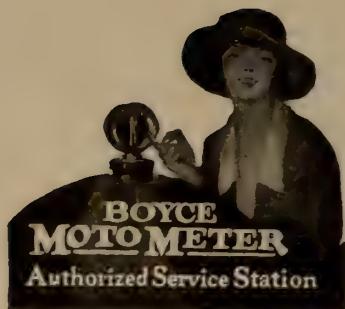
Gutta Percha & Rubber, Limited

Head Offices and Factories: Toronto

Branches in All Leading Cities of Canada



Announcing the NEW MIDGET MODEL



To display the **BOYCE MOTO-METER SERVICE STATION SIGN** is to attract trade, not only on our line but all other nationally known brands of automotive equipment. We earnestly solicit the support of every good dealer in the country to use this means to build more prestige both for himself and for us.

THE New Midget Model Boyce Moto-Meter will make cash registers ring in a chorus of increased business. The new instrument is a small reproduction of the larger models—doing the same work with the same high efficiency. It makes a particular appeal to the owner of the small car.

A large percentage of Canada's cars are of the light type. It is easy to see then that the New Midget Model will bring tremendous increases to the already astonishing results experienced by Boyce Moto-Meter dealers last year.

The list price of this new instrument is \$3.50, which offers an extremely liberal margin of profit.

Do not miss this new opportunity to reach a tremendous market. Write to-day either to your jobber or to us, and we will send you full facts on the New Midget Model, without obligation.

THE MOTO-METER CO. of CANADA
HAMILTON LIMITED ONTARIO

Ask 'Em to Buy

BOYCE MOTO-METER

**The Motorists Choice ~ The Accurate Boyce
Your Car Deserves One**

GOOD YEAR
MADE IN CANADA

TIRE SAVERS



Quick Turnover

EVERY article in the Goodyear Tire Accessory line is made to a high quality standard and represents generous profit to the dealer. Quickly supplied by the following wholesalers of hardware and automotive supplies.

Canadian Fairbanks-Morse Company, Limited
St. John, Montreal, Toronto, Winnipeg, Vancouver

St. Lawrence Oil Company
Gananoque, Ont.

R. G. Edgecombe & Company
London, Ont.

Miller-Morse Hardware Company, Limited
Winnipeg, Man.]

Bowman Bros., Limited
Regina and Saskatoon

Motor Car Supply Company, Limited
Calgary and Edmonton

Mackenzie, White & Dunsmuir
Vancouver, B.C.

The Goodyear Tire & Rubber Co. of Canada, Limited.

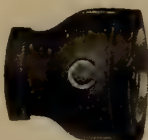
CRANE FITTINGS

MALLEABLE ————— CAST IRON

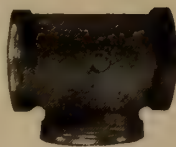


Make Tight Joints

Our patterns for malleable and cast iron fittings include all the necessary sizes and shapes to meet all requirements.



CRANE LIMITED



Manufacturers of Valves, Fittings and Piping Equipment and Distributors of Pipe, Plumbing and Heating Supplies.



Branches and Warehouses:
HALIFAX, OTTAWA, TORONTO,
HAMILTON, LONDON, WINNIPEG,
REGINA, CALGARY, VANCOUVER.

Sales Offices:
ST. JOHN, N.B., QUEBEC, SHERBROOKE,
EDMONTON, VICTORIA,
SYDNEY, AUSTRALIA.

CRANE LIMITED

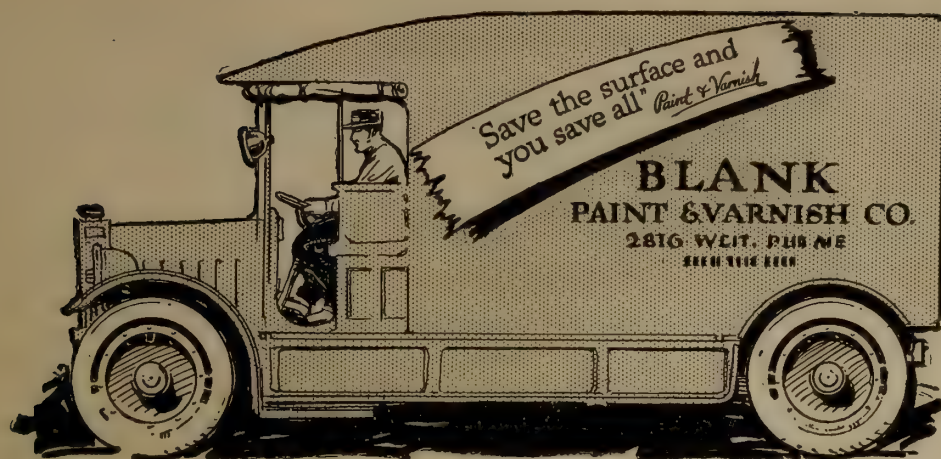
General Office & Exhibit Rooms
386 BEAVER HALL SQUARE
MONTREAL

Works
1280 ST. PATRICK ST.
MONTREAL

CRANE-BENNETT LIMITED

Head Office and Warehouse:
LONDON, ENGLAND.

Sales Offices:
BIRMINGHAM, CARDIFF,
GLASGOW, LEEDS, MANCHESTER.



THE JOY OF PAINTING

EVERYBODY stops to watch a painter, whether he be reproducing a landscape on canvas or slapping good paint on a barn door. Everybody wants to hold the brush. It looks so easy.

The millionaire pays a hundred thousand dollars for a masterpiece and Jones pays a few dollars for the privilege of creating a masterpiece—his children's playhouse. When it is finished in fresh colors the joy of the kiddies is worth a hundred thousand to Jones.

Tom Sawyer had to paint a fence instead of going fishing. He made the job so pleasant that he ended by sitting on a stump, jobbing the work among his friends at a jack-knife or "Golden Alley" a daub.

What is more suggestive than the comet-like sweep of the "Save the Surface" brush. It's lifelike. The stroke is clean and you just can't help wanting to save your property with it.

If seeing is believing, and believing is buying, and buying means selling for you, why it pays to spread the "Save the Surface and you Save All" slogan. Use the tempting brush—on your letter heads, on your parcels, on your delivery truck, in your windows, everywhere.

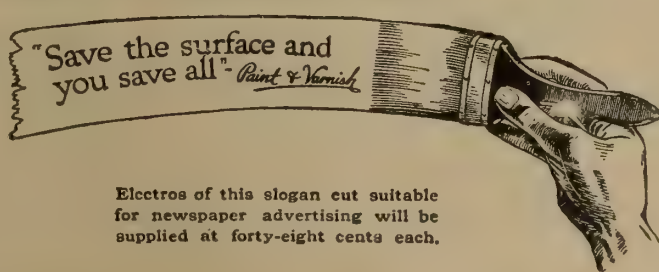
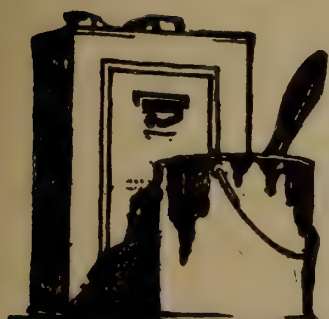
Let the joy of painting talk for you.

Save the Surface Campaign

209 Coronation Building
121 Bishop Street
MONTREAL

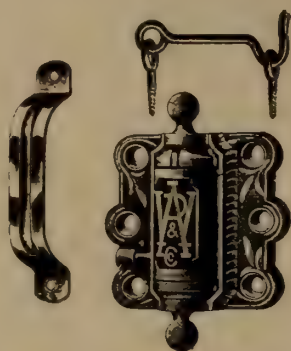
"Save the surface and
you save all" *Paint & Varnish*

Electros of this slogan cut suitable
for newspaper advertising will be
supplied at forty-eight cents each.

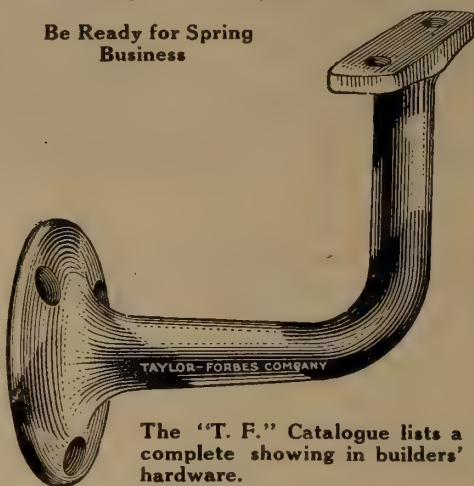


"T. F." LINES YOU SHOULD STOCK

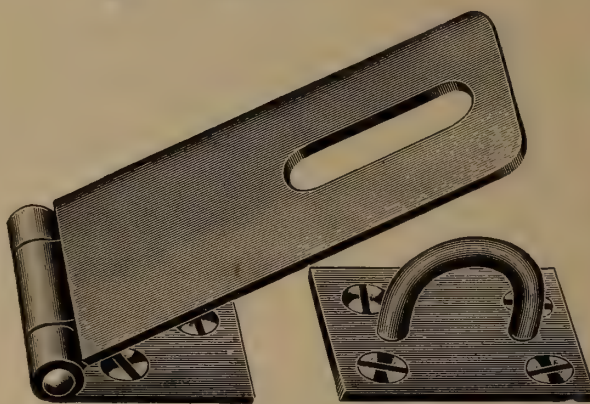
Screen Door Sets—Spring Hinges—Cupboard Turns
Sash Fast—Safety Hasps—Door Stops, Etc.



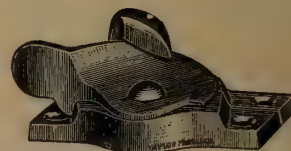
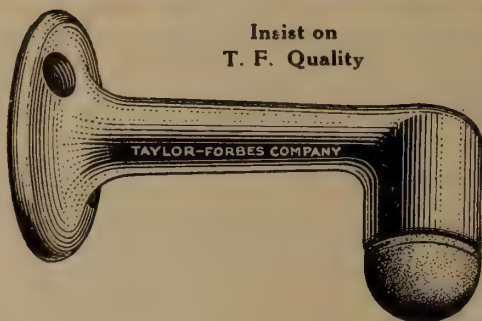
Be Ready for Spring
Business



The "T. F." Catalogue lists a
complete showing in builders'
hardware.



Insist on
T. F. Quality



If Your Jobber Cannot Supply You Write Us Direct

TAYLOR-FORBES COMPANY

Head Office and Works
GUELPH, ONT.

"Makers of the World's Best Lawn Mowers"

TORONTO MONTREAL VANCOUVER
QUEBEC, ST. JOHN, HALIFAX, WINNIPEG, REGINA, CALGARY

Subscription
Rates
\$1.50 per Year
in Canada
\$2.00 to Great Britain
the United States and
Foreign Countries

HARDWARE

AND
ACCESSORIES

PAINTS·ELECTRIC·HOUSEWARE·HEATING·LIGHTING·

Published Monthly
By
Weston Wrigley
Stair Building
Bay and Adelaide
Streets
Toronto

VOLUME 15

TORONTO, MARCH, 1923

NUMBER 3

HARDWARE ASSOCIATION IS PROSPEROUS

BACK in April 1906 sixteen retail hardwaremen answered a call issued by A. W. Humphries, Parkhill, and Weston Wrigley, Toronto, to meet at the Rossin House, Toronto, to consider the matter of forming a Retail Hardware Association. The suggestion was approved and a second convention was called for May 15 and 16 when 112 members were enrolled. A third convention was held that year Sept. 4 and 5, during the Toronto Exhibition. Annual conventions have since been held in February of each year from 1907 to 1923, blizzards and extreme weather seriously affecting the attendance at the Guelph and Ottawa conventions.

The appointment of W. F. Macpherson as permanent secretary a couple of years ago, the sale of his store, enabling him to devote all his time to Association work, the development of the Price Book system by Secretary Macpherson, and the establishment of the Mutual Fire Insurance System, have been the factors which have lifted the Ontario Retail Hardware Assn. out of the 300 or 400 membership class and headed it towards the 1000 membership goal which Treasurer Caslor says he will be able to report soon.

A membership of 725 was reported at the recent convention and 40 more enrollments took place during the meeting, this being a 50 per cent increase since 1921. And in addition to paying \$5 for membership over 600 are paying \$10 additional for the Price Book Service each year.

Ten or fifteen years ago it was customary for critics to poke fun at the Retail Hardware Association because a large share of its membership was composed of small dealers from the country districts. All honor to those retailers who, though their businesses were small were big minded enough to spend their dollars to attend conventions and learn what they could from other dealers, and all credit to the bigger men, like Past Presidents Nelson Mills and George May, who have likewise helped to put the Ontario Association on the map.

Let's all drink to Treasurer Caslor's toast: "One thousand members in 1924".

OUR "SMALL" BIG BROTHER

ONE of the most pleasant incidents at the recent hardware convention in Toronto was to hear delegate after delegate rise and report "we have no local association but the dealers in our town all get along well together." If the Ontario Retail Hardware Association had done nothing else than to foster and extend this spirit of good fellowship it's organization would have been worth while.

Two hardware trade papers were represented at the convention. Both urge retailers to fraternize and work together. And one of them might take some of its own medicine.

The weekly publication makes it a regular policy never

to publish its competitors name in its reading columns, omitting the name wherever it appears in lists of exhibitors, etc. It recognizes competition, however, in its advertising pages.

During the convention some of the former officers (two of whom recently returned after several years in Western Canada) thought it worth while to renew old friendships by having a group photograph taken.

The "old guard" photograph shown on page 15 of this issue was also published (in part) in the weekly issue of Feb. 24. Possibly because of superstition, there being thirteen in the group, only twelve are shown, however, the censor having deleted from the illustration the photo of Honorary Secretary Wrigley, on whose suggestion the call for the first convention to organize the Ontario Retail Hardware Association in 1906 was made.

Consistency. Thou art indeed a jewel.

HARDWARE BUSINESS UNPROFITABLE

IN HIS address on the "Golden Rule in Business" at the annual banquet of the Ontario Retail Hardware Association, Frank Stockdale spoke of the lack of understanding between merchants and their customers and of the need of greater confidence in each other.

The greatest and most thorough investigation into retailing methods was made by a group of farmers known as the Joint Commission of Agricultural Inquiry appointed by the United States Congress. They sent out 15000 questionnaires in 1921 to five groups of retailers in all parts of the United States and then compiled the results.

It was found that the average net profit of all those who replied was 1.13 per cent, the retailers paying out nearly 99 cents out of every dollar taken in.

Of the five groups all showed a slight profit with the exception of the hardwaremen whose average loss was 1.83 per cent, they paying out almost 102 cents for every dollar which came over their counters.

These figures are more astounding when it is realized that they are compiled only from those figures supplied by merchants who had records which they could refer to. That means the most intelligent and experienced dealers—who would naturally make a greater profit (or a lower loss) than dealers who run their business in a haphazard manner and do not accurately know what their profits or losses are.

Yet merchants are charged with profiteering by people who have not confidence in retailers.

Merchants should show sympathy with farmers and working men in their efforts to better their conditions. But to win the sympathy and co-operation of these customers they must keep proper records so they can not only do business intelligently but also talk intelligently when charged with profiteering.

Jobber and Retailer Should Be Friends

President May in Annual Address to Ontario Retail Hardware Convention Says Jobber and Retailer Cannot Exist Without Each Other—Crowded and Enthusiatic Meetings—Larger Attendance than for Several Years—Now 765 on Membership Roll.

FROM every standpoint, the eighteenth annual Convention of the Ontario Retail Hardware Association held at the Armouries, Toronto, Feb. 13 to 16, was an astounding success.

The attendance of over 300 retailers showed a considerable increase, the meetings were so well attended that "standing room only" was the usual condition, and the exhibition filled the large Armouries, the number of manufacturers and jobbers exhibiting being larger than at any previous hardware gathering in Canada.

President George E. May won general approval by his promptness and efficiency as a chairman and there was "get up and go" to every session from Tuesday until Friday.

On Tuesday morning and at every session the meetings were opened with community singing led by W. A. Allin, Lindsay, Mayor Maguire of Toronto extended official greetings to the convention, while Rev. Dr. Scott delivered an opening invocation.

E. Holt Gurney, president of the Gurney Foundry Co. Toronto, on behalf of Toronto manufacturers of hardware products, also welcomed the delegates. "Mankind has devised a machine for taking iron ore from the earth and turning it into builders hardware, stoves and other products required for our homes and in this transformation three fingers on the hand of industry are necessary—the manufacturer, jobber and retailer. Each depends upon the other and each must realize his responsibilities to the business as a whole.

"Canada is prosperous", continued Mr. Gurney, "savings bank deposits show steady increases, our people have bought over \$1,000,000,000 worth of bonds and vast sums are being

convention so that they may be a greater influence in the community in the building up of prosperous Canadian industries.

T. B. Williamson, director of H. S. Howland Sons & Co., in the absence of Mr. Peleg Howland, extended from the jobbers to the birthplace of the association. "You are now seventeen years old and a power for good in the trade," said Mr. Williamson, in commending the Association and its officers for its continued growth and influence.

PRESIDENT MAY'S OPENING ADDRESS

We have gathered together once again to discuss the perplexing problems which confront every businessman at the present time—to put our best thoughts and ideas into the common melting pot that we may thus benefit by each other's experiences and improve the conditions of the retail hardware trade in the Province of Ontario.

"I do not intend to take up valuable time this morning by giving you a detailed account of the many activities of this association dur-



F. B. SMITH, Belleville
Elected President Ontario Retail
Hardware Association



GEORGE E. MAY, Toronto
Retiring President of the Ontario
Retail Hardware Association



E. HOLT GURNEY, Toronto
who welcomed the delegates



H. N. JOY, Toronto
Elected Vice-President for 1923

spent on automobiles and movies. But business is not running smoothly because it takes too many bushels of wheat to buy a ton of hardware. More money should be spent on necessities such as hardware and less on luxuries like picture shows."

Mr. Gurney commended the Retail Hardware Assn. for its steady growth and practical work and urged the members to carry home to their stores the lessons learned at the

ing the past year. Our worthy secretary will go into this at some length in his annual report which is to follow; but I am very pleased to say that this association is in a flourishing condition. During the past year our membership has practically doubled—our finances are in a splendid shape—our price-book has increased in volume approximately five times and is now rendering a distinct service to the hardware trade, not only in giving quick, accurate information but by giving a suggested re-sale price which insures a fair profit and also has a tendency to make prices more uniform throughout the different stores.

"We are especially pleased to welcome among our new members this year, the many retail hardware merchants from London and Western Ontario, where we have enjoyed a large increase in our membership.

CONDITIONS IMPROVING

"I am sure you are all interested in the outlook for 1923. I think we can look forward to this year's business with confidence. Conditions are steadily improving and the general tendency of business is towards normal levels. Optimism of the right sort is always in order. Your business will certainly require careful attention but it will pay. A sure short suggestion for promoting prosperity is that everybody talk prosperity and look on the bright side of things; get out and get after business; stir up, for the trade is there, and each line is more or less dependent on the other. If the general feeling is good, business will be good.

"There are several important problems which I hope will receive careful attention during this convention—problems which are

of the very greatest importance to the retail hardware trade. I believe it to be one of the fundamental purposes of this association to present opportunities for the discussion and solution of these problems. We exist to increase the efficiency of our members as merchants and assist them in their business difficulties. Every merchant these days must run his store efficiently, economically and progressively.

TURNOVER AND OVERHEAD EXPENSE

"I believe, our speaker, Mr. Stockdale, will give considerable attention to the problem of 'Turnover and Overhead Expense.' These two, unfortunately have not harmonized the last few years and until they do your profit account is not going to be large.

"We have the problem of special taxation in a great many forms—and it is here to stay. Are you taking care of them in your re-sale price or are they the leak which is sapping the very life out of your business? You know a great many of us keep stores, but after all the main thing is to so run your store that it will keep you.

"We have the problem of jobber competition. This problem is growing. Some of the cases brought to our attention this year are notorious. By all the rules of the game the jobber and the retailer should be the closest friends. One cannot exist without the other. In the cycle of distribution the jobber and the retailer have each separate and distinct duties to perform. They should not clash. They should co-operate but, unfortunately, this is not the case with some of our jobbers. They want to sell the retailer and then turn around and sell his customer too. Jobber competition is a serious question with retailers; a question with many angles, and if we, as members of this association, are to accomplish anything toward eliminating the trouble we must work together constructively, and in a broad-minded manner.

"Let me conclude by urging you all to regard it as a duty to both yourself and your fellow-members to do everything you can to make this convention the very best and most profitable possible and to be present at every session.

SECRETARY MACPHERSON'S REPORT

Your Association during the past year has made steady progress.

At last report our membership was 504 and at the close of 1922, stood at 702. This progress applies not only to additions in membership but to the growth and hearty interest in the work of the Association. This is evidenced in the ever-increasing demand for special service and information to which we always give prompt attention. With increased demands we can promise increased efficiency.

During the year I spent all the time available calling on the trade in different parts of the Province, and I must express my gratification at the manner in which I was received as an Officer of your Association, and the expressed appreciation of service rendered. During the coming summer I intend to increase time spent on the road and anticipate favorable results.

The growth of the Price Book Service is even more marked. On December 31, 1921, we had 272 subscribers to the service and at the end of 1922 there were 530. Renewals to this service are now coming in very satisfactorily. Regarding the service itself—there have



WESTON WRIGLEY, Toronto
Honorary Secretary and Secretary whom the convention telegraphed
1906 to 1915



ED. WANLESS, Chatham
regrets because of illness

been 150 pages of new material added during the year, which with renewal sheets issued, accounts for distribution of over 200,000 sheets in 1922. We have received many words of commendation for this branch of the Association service and always welcome suggestions as to extension and betterment of this important work.

An offer of this office to supplement the regular collection letter with a personal letter, has been very effective in a large number of cases, and quite a few members have availed themselves of this

special service. The continued effectiveness of our regular form letters is also reported to this office with great frequency.

It is quite evident in this age of multiplicity of Associations, that the ones which will continue to grow and endure will be those who give definite and individual service to their members. It is on this basis that as an Association, we claim the undivided support of the Hardware trade of the Province. The expansion of this service rests, to a considerable extent, on the expressed desires or demands of our members: Your Secretary is always glad to receive letters from members, whether of enquiry suggestions or criticism.

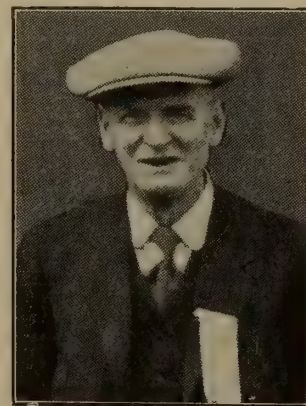
I would like to express my appreciation of the splendid support of our President, Treasurer and Executive committee during the year. In every way they have operated to promote the interest and usefulness of the Association. The special committee which has had charge of arrangements for present Convention and Exhibition, have had very arduous duties, which have been willingly, and you will admit, effectively performed.

I extend to you all, Best Wishes for great Prosperity in 1923, and ask your hearty co-operation in all our Association activities.

W. F. Macpherson, Secretary.



W. F. MacPHERSON, Prescott
Secretary of the Ontario Retail
Hardware Association since 1915



JOHN CASLOR, Toronto
Re-elected Treasurer O.R.H.A. for
the eighteenth time.

TREASURER CASLOR'S REPORT

Statement of Receipts and Expenditures, Jan. 1st 1922, Dec. 30th, 1922.

RECEIPTS

From members fees.....	\$ 2,635.00
From associate members fees.....	68.00
From Bank Interest.....	34.39
From Exhibition.....	4,330.00
From Price Book Service.....	4,655.00
From Banquet.....	538.25

\$12,260.64

Cash on hand from 1921..... 1,362.73

Total.....\$13,623.37 \$13,623.37

EXPENDITURES

Cheques issued as per vouchers 1 to 65 inclusive covering following distribution:	
Exhibition and convention expenses.....	\$ 3,212.36
Postage and exchange.....	473.35
General office expenses.....	1,407.85
Travelling expenses and executive meetings....	932.28
Salaries	3,749.97
Incorporation	110.00
Supplies, price book service, etc.....	2,272.48

\$12,158.29

Balance on hand..... \$ 1,456.08

GENERAL STANDING

Cash on hand.....	\$ 1,465.08
O-S for 1922 P. B. Service.....	120.00
Binders, paper, etc., typewriter, duplicate, filing cabinet, etc.....	700.00

\$2,285.08

JOHN CASLOR, Treasurer
J. W. PEACOCK, Auditor
GEORGE MATHESON, Auditor.

The "Question box" discussion and the addresses reported elsewhere were next proceeded with and announcement was

made of the appointment of a Resolutions Committee composed of J. N. McGregor, Oakville, W. J. Carter, Picton, and Nelson Mills, Hamilton.

The Wednesday and Thursday morning sessions were crowded to overflowing being opened with singing, followed by the Question Box and the addresses by Frank Stockdale and other speakers scheduled. Those who did not attend promptly were out of luck as the convention would not hold all those who sought admittance.

ELECTION OF OFFICERS

Friday morning's session completed the Question Box discussions and the business of the convention.

When nominations were called for, the choice of Fred B. Smith, Belleville, nominated by J. N. McGregor, Oakville, was unanimously concurred in.

For vice-president H. N. Joy of Toronto was unanimously chosen on motion of Messrs. Caslor and McGregor.



W. H. BARTLETT, St. Mary's
Member of Executive for 1923



T. W. THOMSON, Owen Sound
Member of Executive for 1923

John Caslor was the unanimous choice for Treasurer on motion of Messrs. McGregor and Rankin.

For place on the Executive Committee there were nominated Messrs. T. Walden Thompson, Owen Sound; W. A. Ranking, Ottawa; W. H. Bartlett, St. Mary's; R. Hawkins Smith's Falls; T. H. Purdom, London; R. Blain, Brampton; A. M. Oldham, Weston; H. A. Couse, Sarnia; and Roy McGregor, Oakville. Put to a vote the men chosen were Messrs. Rankin, Thompson and Bartlett.

On motion of Mr. Rankin Messrs. Peacock and Mathewson of Toronto were reappointed auditors.

The Resolution Committee presented its report as follows:

REPORT OF RESOLUTIONS COMMITTEE

WHEREAS prices on many hardware lines have advanced recently, and there are rumors of further prospective advances, and whereas many additional burdens have been placed upon the retail trade through taxation and other causes, and whereas it is becoming increasingly difficult for the retailers to secure higher prices owing to the decreased purchasing power of many of our customers,

THEREFORE let it be resolved that our association urge upon hardware manufacturers and jobbers the vital necessity of keeping prices of manufactured products within reasonable limits and as low as possible, and thus prevent the depression which will be bound to result if undue price inflation becomes general. And be it further resolved that the manufacturers and wholesalers be urged to constantly

bear in mind that any action which may prove detrimental to the interests of the retail trade will reflect itself to the detriment of wholesalers and manufacturers.

WHEREAS there have been complaints from retailers of unfair competition from hardware jobbers who, it is claimed, are taking an unfair advantage of the special considerations allowed to the jobbers by the manufacturers. And whereas the jobber who does not operate a separate retail store should in our opinion confine his efforts to selling at wholesale.

"THEREFORE be it resolved that this association through its executive officers take such steps as may be deemed advisable to remedy the present unsatisfactory conditions in certain districts, and that an effort be made to arrange conferences to bring the interested parties together and endeavor to clear up the misunderstandings which now exist, and are causing loss to all parties concerned.

WHEREAS the Toronto Hardware Club kindly donated boxes of candies for the ladies attending the banquet, and the Taylor-Forbes Company, Guelph, donated cigars.

THEREFORE be it resolved that the secretary be requested to communicate with the Toronto Hardware Club and the Taylor-Forbes Company, expressing the appreciation of the association for the courtesies extended to us.

WHEREAS the manufacturers and wholesalers have made liberal use of our exhibition facilities, and have prepared exhibits and displays of exceptional merit, all of which has assisted materially in making the exhibition the best in our history,

THEREFORE be it resolved that the thanks of the association be extended to the exhibitors for their patronage,



W. H. RANKIN, Ottawa
Member of Executive for 1923



W. J. CARTER, Picton
Past President and
Member Resolutions Committee

and for the courteous attention of those in attendance at the exhibits.

WHEREAS the Toronto Armouries has afforded a spacious and central exhibition hall,

THEREFORE be it resolved that the thanks of the association be extended through the Secretary to those officers who have assisted the association in securing the Armouries for exhibition purposes.

WHEREAS the officials and representatives of the Canadian Hardware and Implement Underwriters Association have co-operated with the association during the past year, and promised even greater co-operation in the future,

THEREFORE be it resolved that our Association, through the Secretary, again express our approval of the insurance plan.

WHEREAS the trade press have during the past year extended their co-operation and support in connection with association work,



SOME OF THE "OLD GUARD" AT THE 1923 HARDWARE CONVENTION

Reading left to right: Weston Wrigley, Toronto, secretary 1906 to 1915; J. Walton Peart, St. Mary's, former vice-president (enrolled 1906); James McGregor, Caledonia (1906); C. W. Conn, Tillsonburg, (1906), president in 1915; John Caslor, Toronto, treasurer since 1906; J. R. Hambly, Barrie, president in 1908, now travelling for Hall Zryd Co., Hespeler; W. J. Bell, Beeton, former executive member (1909); Robert M. Smith, Bolton (1906); R. C. Chown, Belleville (1908), president in 1911, now travelling for Stewart & Wood, Toronto; J. F. Christie, Owen Sound (1907); W. J. Rankin, Ottawa, (1909) executive member; Albert Wideman, Markham (1906), former executive member; D. Mistele, Rodney (1906).

This group was taken on the suggestion of Past Presidents Conn, Chown and Hambly and former vice-president Peart, but many of the "Old guard" attending the convention were not present when the photo was taken. Some of these included D. A. Macnab, Orillia (1906); Fred W. Otton, Barrie (1906); G. A. Binns, Newmarket (1906); R. J. Walkem, Tottenham (1906); J. W. Peacock, Toronto (1906); F. Y. W. Braithwaite, Blind River (1906); W. B. Clifton, Alliston (1906); Wm. Lohead, Forest (1906); James Wright, Glencoe (1906); A. J. Wright, Hamilton (1906); R. H. Blackmore, St. Thomas (1906); R. M. Clements, Milton (1906), and others.

THEREFORE be it resolved that the thanks of the Association be extended to the trade press for the co-operation and support thus extended.

WHEREAS many splendid addresses have been delivered at our various sessions,

THEREFORE be it resolved that the secretary be requested to write expressing the thanks and appreciation of the Association to the following: Rev. Dr. Scott, His Worship, Mayor Maguire, Mr. E. H. Gurney, Mr. T. B. Williamson, Mr. George Henderson, Mr. M. K. Pike, Mr. C. L. Clarke, Mr. J. C. Gibson, Mr. C. M. Salter, Mr. W. S. Gibson; and also to Mr. A. W. Allin for his kindness in leading in community singing.

WHEREAS a theatre party was provided by Toronto hardware jobbers,

THEREFORE be it resolved that the thanks of the Association be conveyed through the secretary to Messrs. Rice Lewis & Sons Co., Ltd., H. S. Howland Sons & Co., Ltd., for the enjoyable entertainment provided by them.

WHEREAS our secretary through his devotion to the affairs of the Association, has during the past year accomplished exceptional achievements,

THEREFORE be it resolved that the Association express its appreciation of the splendid constructive work which Secretary Macpherson is doing for our Association, and the hardware trade.

Resolved that the Association recommend to the manufacturers and jobbers that they introduce the decimal system in packing by putting up goods in tens and hundreds instead of in dozens and grosses and pricing them accordingly.

Following the adoption of the Resolutions Committees report Honorary Secretary Weston Wrigley took the floor and congratulated Secretary Macpherson for his great work in compiling the Price book and building up the association membership. He also mentioned the fact that John Caslor had for seventeen years been treasurer of the Association, for which he was still receiving an honorarium of but \$75 a year, the same he was given when the association revenues

were much smaller than now. He thought the Association could afford to increase the honorarium. President May said he would second a resolution to this effect, and the matter was referred to the new elected executive.

President May before giving up his office wanted to thank again the members of the Association for electing him head of the Association. He had tried to do his best with honor to the association and to himself.

President-elect Smith appreciated the honor that had been done him in electing him as head of the Association. He felt the post was a great one, and one in which the responsibilities were heavy. The association was now larger than ever before. He felt timid in accepting the office, but he hoped all the members would cooperate with him in making the association one of helpfulness to the members and of good to the general public.

BANQUET AND THEATRE PARTY

The Retail Hardware Assn. Banquet at the King Edward Hotel on Wednesday evening February 14, was attended by about 350 guests, probably 50 of these being ladies.

The menu was excellent and instead of a toast list the after dinner program consisted of an address on the "golden Rule in Business" by Frank Stockdale, together with a series of vocal numbers, impersonations, etc., by very talented professionals.

The Theatre party tendered by the Howland, Rice Lewis and Howden wholesale houses on Thursday night was also a very interesting entertainment feature thoroughly enjoyed by several hundred retailers and their lady friends.

The Confidence man takes something worth nothing and sells it because of the confidence he puts into it. If you merchants offer real value and put some "confidence" with your goods you will sell on a more profitable basis. Confidence is the basis of all selling and it is the basis of the Golden Rule.—Frank Stockdale.

Convention "Question Box" a Big Success

Live Discussions on Advisability of Dealers Canvassing for Trade—Many Cases Cited where Sales of Paint and Other Goods Have been Made—Dealers who have Made Success of Selling Radio, Electric Goods, Toys and Tires Give Their Experiences—Should Students Sell Aluminum Ware.

EACH morning session of the Retail Hardware Convention opened with a "Question Box" discussion, and the attendance was larger and his discussions more interesting this year than at previous gatherings.

Owing to the absence, through illness, of Past President Ed. Wanless, Chatham, the discussions on Tuesday were led by Past President Nelson Mills, Hamilton, the chairman at the Wednesday and Thursday sessions being Fred B. Smith, Belleville, and George E. May, Toronto.

To stimulate business, I have been putting on sales, called "Saturday Specials," at reduced prices, advertising chiefly by window display; prices being positively good for that day. Am I justified in this practice?"

Past President W. J. Carter (Picton) said such sales had stimulated trade and made profitable business for his firm. The "specials" brought many people to the store who buy other goods and that the small price reduction offered was not an important factor. He had used "specials" for over a year with good results.

Nelson Mills said his experience was that it was unnecessary to cut prices more than to take a few odd cents off. It stimulated extra trade, and Saturday was the best day.

J. McFadden (Toronto) used "specials" for clearing out slow moving lines but he found that many customers bought only the article which was reduced in price.

R. Blain (Brampton) said he had found "specials" a good means of inducing people to visit his store. He had grouped lines selling at 5, 10 and 15 cents and sometimes made window displays of them. Frequently he had traced sales from \$1 to \$3 to customers attracted by the 10 cent "special". The profit is good if you can get the turnover, one invoice recently showing a 49 per cent profit after charging 20 per cent for overhead.

Nelson Mills raised the question of using "the other fellows goods" as leaders, such as giving soap with a purchase of a washer or wringer. Did other hardwaremen consider this good policy?

F. R. Jackson (Toronto) said grocers used aluminum-ware and silverware as premiums, druggists sell razors and blades, shoe dealers sell skates and he believed hardware dealers should run their own business and if they found it brought trade to feature "specials" or give premiums that they should do so.

Has any member tried putting a special man, or clerk from the store on a house-to-house canvas, in the introduction of new or seasonable lines... If so, what has been the result? Would canvassing among farmers help overcome catalogue house competition?

F. R. Jackson, (Toronto) said the Imperial Varnish and

Color Company, Toronto, had placed a special salesman at the disposal of their customers last year to canvas for trade. He had not used the salesman himself but knew one dealer who had done so with good results.

A. W. Allin (Lindsay) said he had tried the plan and the Varnish company's salesman had developed a lot of trade for him. All he had to do was to order the goods the canvasser sold. So successful had it been that he had put on a special man of our own to do outside work all the time selling electrical goods, radio and other lines. In the spring season he plans to use him on paint almost exclusively.

J. McClindell (Toronto) said he had gone out for three quarters of an hour recently to canvass for a line of polish. He had found it profitable.

Alexander Lavine (Toronto) said he had found canvassing successful in selling electric lamps.

F. R. Jackson (Toronto) has his delivery man carry a line of good brushes and color cards when delivering paint and had found that many sales of better grade brushes had

George Weller (Brussels) had found outside canvassing on stores a great success. Beginning last May and continuing until fall he had pushed stove sales and had booked twelve times as much business as in the previous year. By his personal contact with the farmers he had saved many orders which would otherwise have gone to the catalogue houses. His experience was that if the proprietor went out he got sales but when others did the canvassing, he got promises only.

Mr. Harper, Smith & Schaeffer (Bolton,) said his firm had good success in getting business by canvassing for furnace sales, often securing order for pumps, galvanized or ready roofing at the same time.

For meeting catalog house competition on stoves or furnaces, Mr. Harper said his firm had bought a catalog house furnace used for a year and set it up in their store. "When a man came in and wanted a cheap furnace, we showed the catalog house line along with a better line and as a result we used for a year and set it up in their store. "When a man came in and wanted a cheap furnace, we showed the catalogue house line along with a better line as a result we sold a dozen furnaces where we would formerly have sold one."

Are manufacturers of automobile tires justified in refusing to sell hardware stores at dealers' prices, claiming it would be unfair to garage and tire dealers? This in view of the fact that hardware men have been selling tires and accessories as long or longer than the garage man.

F. R. Jackson (Toronto) said that in Toronto customers expected too much service and the line was not profitable.



NELSON MILLS, Hamilton
Member Resolutions Committee
and Past President of the O.R.H.A.

W. H. Bartlett (St. Marys) said his firm found the tires a profitable line.

A. E. Bottum (Bobcageon) has a \$1500 turnover in tires in spite of the competition of two local garages.

George Weller (Brussels) said garage competition had made the line unprofitable for him.

T. W. Thomson (Owen Sound) said his firm found tires a very profitable line, they doing the largest tire business in his city. He has a well assorted line but had never established the policy of giving service or credit. "The tire manufacturers tell us they would rather sell us than any of the garages".

What success have hardware dealers had in adding toys to their regular lines? What lines are suggested as being particularly adaptable, and what lines should be avoided?

T. W. Thomson (Owen Sound) said two novelty stores had gone out of business and his firm had put in a \$2000 stock. The store was so crowded during the holiday season that they had put a man on the door to keep the crowd out. He advised other hardwaremen to stock toys and handle only the better grade lines. It stimulates trade in other goods sold in the store.

F. R. Jackson (Toronto) had success in handling solid heavy toys but did not find a general line profitable.

C. W. Summers, (London) stated that toys of light construction were not profitable due to breakages. He found toy trade helped sell other lines.

W. A. May, (Creemore) pointed out that he had won favor with the children by having toys in stock.

R. Blain, (Brampton), stated that he had taken up toys in November to stimulate trade in the dull season before Christmas. He put on a "Santa Claus" and in 1921 had given away 200 pictures of Santa to children. Last year the demand increased to 1500. Toy trade had been a big stimulus to trade with him.

Nelson Mills, (Hamilton) said in the face of keen competition he had made a big success of selling toys last fall selling all but \$95 worth of stock of \$2,000. The departmentals sell all they can at high prices and then clean out their stock by cutting at the last moment. We reversed this policy and quoted a moderate price from the first so when customers compared prices they found ours were lowest. We have six departmentals within three blocks but we competed successfully with them. We gave one window to toys three days a week. We established a toy section and hired a girl at \$10 a week to do the selling and later had to put a second girl on. Thus the toy section did not bother the regular trade in our store. There is no money in books or iron trains but we sold 200 dolls. "Somebody is selling toys in your town. Get after the trade," said Mr. Mills.

T. W. Thomson (Owen Sound) suggested that a big saving could be made if several dealers bought their toys together. On some lines fifty per cent could be saved by quantity buying.

What is the plan to meet competition on the part of the retail stores, operating under the name of Wholesale and Retail, who being on the jobbing list in many lines, use their buying advantage to the detriment of other hardware retailers in their vicinity, by advertising certain lines to consumers at prices which dealers who have to buy at regular wholesale prices, cannot meet without a loss? are preferential prices to retailers really advisable?

Mr. Hope (Perth) thought preferential prices were advantageous sometimes. He, himself, had taken advantage of this in the past and had split the stock with other retail-

ers in his vicinity, and thus all were enabled to make a little extra profit.

Chairman Smith had done the same thing with glass. He had ordered a car of glass and by dividing it among his confreres and holding up the price was enabled to make more profit.

Mr. Lavine (Toronto) wanted to put through a motion to restrict jobbers to selling wholesale.

"What success have dealers had in handling radio supplies? Is the line stabilized enough to make a profitable seller?"

Mr. Allin (Lindsay) believed if the dealer had not an outside man to look after this line he had better leave it alone.

F. B. Smith (Belleville) thought that in certain localities it might profitably be taken up by hardware dealers. He read an article published in one of the mechanical magazines giving the experience of dealers across the border. One of these advised dealers that it was not worth while; another said "Grab it quick".

Mr. Long, Long & Wilson, (Walkerville) instanced his experience. Some of the accessories, like wire, were good but others were not sellers. The line, however, was good from a publicity viewpoint. He had sold a dozen radio sets ranging in price from \$125 to \$200 within a short time. He found, too, that the line brought sales in other lines.

Mr. Allin (Lindsay) said the handling of complete sets was O. K., but the selling of parts was not good. In his store parts had first been put in, but it was only when sets were installed that business worth while was done.

President May gave his experience of his own boy who wanted a radio set. He purchased a \$10 crystal set and got more enthusiastic as a radio fan than his boy, with the result that having got the bug he purchased a better and larger set. He believed there was a wonderful field for radio.

Chairman Smith thought a good trade could be done if interest was worked up among the farmers. Following the gramophone the radio could be worked up as a good entertainer, which would also lead up to fine sales.

"Certain lines, particularly aluminumware, are sold by college students during summer vacation from house to house at prices less than ordinary retail. Is this fair to the regularly established hardware trade?"

Secretary MacPherson said the sales manager of the Northern Aluminum Co. would like to make a statement on this question if the meeting would hear him. The gathering being agreeable Mr. Monteith of the Northern Co. spoke in the absence through illness of Mr. Salter.

He said that the "Wearever" line of aluminumware was sold only in stores and not by students. The line sold by students was a demonstration line at a price as high as if not higher than the lines sold in retail stores. The agreement made with these students precluded any cutting of prices.

As to fairness with the trade the Northern Company's experience with women, both in the United States and Canada, showed that they were somewhat prejudiced against aluminum, and it was to overcome that prejudice that these men were called into action to give demonstrations right in the housewives kitchens. The advertising of "Wearever" carried in national magazines made much of this argument and the demonstrations in homes clinched the argument by sales.

The company had proven by experience, said Mr. Monteith, that in 90 per cent. of cases increased sales result from

these demonstrations. The advertising done never mentioned the demonstration salesmen, but always stated that the goods could be found in all retail hardware stores. The fact that these salesmen demonstrated in a community should mean that more of this line of goods should be sold over the counters of retail hardware stores.

At the conclusion of the little talk a speaker in the audience asked how the plan would apply in Toronto, and wanted to know if the hardware trade couldn't do this demonstrating. One lady in his vicinity had purchased \$65 worth of aluminumware from one of those student salesmen, and she had told her friends that she could get similar sets for them direct, if they cared to have them. That was where the unfairness comes in. Couldn't the manufacturers of aluminumware do the same as the paint men and refer all inquiries to the nearest store?

Mr. Parker, (Toronto) considered the demonstrators the same as peddlars selling from door to door.

Chairman Smith's experience in Belleville, a community, of 22,000, was that these students did good missionary work. He sold vastly more aluminumware as a result of these students' visit than in any other season.

A. J. Wright (Glencoe) backed up the chairman. He really thought the students stimulated and stirred up trade.

J. N. McGregor (Oakville) thought there was a sad reflection on the hardware man when a stranger in the community could sell so much goods that should properly be gone after by the dealer.

One speaker wanted to go on record as objecting to the Northern Aluminum Co. doing this sort of canvass.

Mr. Parker, (Toronto) thought the suggestion was similar to the London case, the only difference being that one was a manufacturer and the other a jobber. He wanted the chairman to send the matter on to the Resolution Committee. The paint men will be demonstrating and selling paint in the homes next.

J. N. McGregor, (Oakville) could not see any similarity in the cases at all. The Hobbs Company are selling retail at wholesale prices; the Northern Aluminum Co. are doing missionary work and advertising that is helpful to dealers.

Another speaker thought when demonstrators sold \$50 worth of aluminumware they spoiled so many sales of hardwaremen.

John Caslor (Toronto) didn't agree that the demonstrator spoiled sales. He sold some goods, yes, but the sales of hardware store were helped also.

Mr. Weeks, (Oakville) said that he had been one of the students who had sold aluminum and that he had now got into the hardware business himself.

Certain lines of goods, such as Stewart's horse and sheep clippers, are sold regularly to consumers at list price, and discount to the retailer is 25 per cent. To this cost must be added the sales tax of 2 1/4 per cent. and also of laying down. Figuring a low overhead of 20 per cent. of selling price, the net profit to the dealer is approximately 3 per cent. of his selling price, which is too low. Should not the list on such lines be advanced to allow a trade discount of at least 30 per cent.?

Fred B. Smith (Belleville) contended that the discount should be raised. The present discount is insufficient and if the line continues to be unprofitable the hardware dealers would be forced to drop them and sell other lines.

Many lines of goods formerly sold only through hardware trade are now being sold by dealers in other lines. To offset this, what suitable lines could be added by hardware dealers to maintain

or increase turnover? Would members making suggestions please state results?

President May said electrical goods was one line all hardware dealers could probably take up to advantage, he asked. "How many of you are already handling electrical utilities?"

Fully 90 per cent of the dealers at the convention held up their hands.

W. H. Bartlett (St. Marys) said in some places it was hard to compete with Hydro shops which do not have to figure in overhead expense.

A. W. Allin (Lindsay) told of successfully selling in competition with Hydro shops being usually able to beat their prices.

What is the best form of advertising for retail hardwaremen.

No general discussion took place but on a show of hands "window displays" took first place and local newspapers second, Coupon advertising was condemned.

Are local hardware clubs of value to the trade?

Several Toronto members voiced their satisfaction with the work done by the Toronto Hardware and Paint Club organized a year ago.

W. H. Bartlett, (St. Marys) said that he had got good value out of membership in the London Club.

Fred B. Smith, (Belleville) said there was no local club in his city but the co-operative spirit existed and they got along well together.

E. J. Creeper, (Owen Sound) said three dealers from his city had come to the convention together.

Others spoke of the greater spirit of friendliness which existed in the trade as a result of the dealer getting together at conventions and the general feeling was that the benefits of organizing provincially could be to advantage extended to the dealers in each town and city.

How Can the Sweating of Chimneys Be Prevented

One of the Western Ontario delegates raised a query relative to the sweating of a chimney and trouble generally with chimney flues.

Vice-President Smith, who was in charge of the meeting said he had come across a chimney that had sweated as much as eight quarts of water.

W. A. Rankin (Ottawa) told of a building in his city on which 32 bricklayers were engaged, and only two of them knew sufficient about the construction of chimneys to do the work satisfactorily.

D. Misteale, (Rodney) had read an article in the American Builders' Magazine in which was emphasized the point that in the construction of chimneys there should be an air space between the tile and the brick.

Robert Hawkins, (Smiths Falls) said it was a mistake in not allowing an air space in chimneys. The cold air on the outside striking directly on the chimney made for condensation on the inside. He told of his own chimney that had this defect. He overcame the trouble by putting a tile inside the chimney and allowing an air space between this and the brickwork of the chimney. There should always be a circulation of air to aid the atmosphere outside to draw off the smoke and gases.

A Sarnia hardwareman, where gas is burned extensively, had run up against many sweaty chimneys. He had remedied these defects by putting in a damper. He blamed the sulphur in the gas for being the cause of the grievances.

Chairman Smith asked if any of those present had at all considered the decimal system of weighing and measuring, to which there were a number of responses from the body of the meeting all favoring the unit system of buying and

selling in units, tens and hundreds, rather than in dozens and grosses as at present. One speaker said the electrical industry was now using the unit system. Any dealer wanting to buy lamps or other supplies purchased now in tens or hundreds. It was much simpler to reckon costs this way than by the old method.

Morris Phillips, (Toronto) brought up the matter of a floor wax being sold in two grades one being at a cheaper price if the dealer's label was on the tin.

W. A. Rankin, (Ottawa) said the difference was in the name on the label. The Johnston people had gone to great expense in advertising their wax and it was worth the difference in the eyes of the public to pay the enhanced figure for the Johnson brand.

Mr. Creeper, (Owen Sound) brought up the question of some so called "pure" white lead that had been offered by a Toronto department store at \$5.50. This discussion led round to the sale of 62 cent paint. Mr. Phillips said he had been trying to get satisfaction for the past six years at these conventions so was now taking up the matter himself.

Mr. McGregor said he had been in business since 1908. He had attended every convention since that time, and ques-

tions like this come up year after year. We should take into consideration that conditions are changing all the time and that we should change with them. A wordy discussion followed between Messrs. Phillips and McGregor during which Mr. Phillips said he could not get cooperation from this Association. He wanted to go on record on this 62 cent paint proposition.

Mr. Blackwell, (Glidden Varnish Co.) said the Eaton Company were selling their Diamond E paint at \$1.50, ten cents higher than good paint was selling in hardware stores. They had a second grade at \$1.10 and the third at 62 cents. He said that the Eaton Company were selling more high grade paint and less of the cheaper paint all the time.

Roy McGregor was the last speaker. He instanced a case in Oakville, where the cheaper paint had been used and later on he had been able to make a good sale of reliable paint at a higher price because the cheap paint had not done the work. He quoted from an inscription on the board behind the chairman this sentence that had been put there for a class in military tactics—"Protection—The security of a force is the first responsibility of its commander, who must guard against surprise from every quarter."

The Round Table Conference Discusses Retailers Relations With Wholesalers

THE only evening session of the Convention was held on Tuesday, Feb. 13, when a "round table conference" was held for the discussion of trade problems and grievances and for an interchange of ideas and experiences.

With President May in the chair, Secretary Macpherson read a letter from a country dealer asking "Why are village and small town stores charged more for tinware and other lines than are city stores?" It is pointed out in the letter that the stores in small centres have more competition from mail order stores than have city stores, and in addition have to pay cartage and freight charges.

J. N. McGregor (Oakville) said this question had come up at the Peterborough convention and had been fully discussed there. This matter could not be settled here; it was a matter for the manufacturers to settle. This opinion was pretty generally concurred in.

The London Retail Hardware Association sent in a letter of complaint regarding a jobbing firm in that city selling retail, and asked the question "Why should jobbers sell retail at wholesale prices?"

This topic proved to be the most exciting of the evening, and was the cause of much discussion.

Mr. Jackson (Toronto) said a similar question had come before the Toronto Hardware Club and a committee was appointed to interview the jobbers. Some jobbers had not made a practice of selling retail; one had promised to see that it was discontinued. Mr. Jackson said that a friend of his, not in the hardware business, had told him that he had purchased some Regal shells at a jobbing house, paying \$1.07 for a case, but on investigation there was nothing on the box to indicate that the shells were Regal.

Mr. McGregor asked Mr. Jackson if he had any trouble regarding jobbers selling builders' hardware over his head.

Mr. Jackson said nearly every hardware firm did this, and also sold factories their supplies direct, but the Toronto trade had no complaint about this.

Mr. McGregor asked what the Association could do to

remedy the London grievance or what could the courts do. "Don't let us dream dreams," said Mr. McGregor, and de-lude ourselves into thinking we can force any large concerns to change their methods of sales at our behest.

T. H. Purdom (London) instanced some cases he had come across regarding the Hobbs Company selling retail across their counter at wholesale prices. Their local association had protested this, and he thought it quite useless to ask, to threaten or to write this jobbing house to discontinue. He also mentioned a protest sent in by the Retail Jewellers Association of London regarding the Hobbs Company selling 1847 silverware to individuals at wholesale prices.

Mr. Peacock (Toronto) said there were some grievances like that in Toronto. A carter had entered his store recently asking the price of a coal scoop. He quoted him \$2.10. The carter said he could get the same scoop through the Canadian Tire Co. for \$1.65 from Howlands.

Several remarks came from various quarters and President May said he believed in allowing every person who had anything to say speak. Letting in the daylight would help bring these grievances to a head.

Secretary Macpherson thought that continued protest would in time become effective. He hoped the London men would turn the jewellers' protest over to Mr. McGregor, who was chairman of the Resolutions Committee, and let that committee bring in a protest.

Mr. Freek (Toronto) mentioned a case where in a prospective customer in Rosedale went to Howlands for his necessities. He had taken the matter up with Mr. Lamont, who said some of these things were hard to overcome, instancing this case where the Massey-Harris Co. had ordered these goods—some hammers and tools—for the Rosedale man. But the Howland Co. never made a practice of selling retail.

Mr. Parker (Toronto) also had a similar case wherein a friend had purchased at Howland's some stainless steel

knives at \$18.50 a dozen, but the jobber should not be blamed in that instance, as the purchase was made through a large buyer and the price was fairly high.

Mr. Summer (London) was glad to hear that Toronto had not the difficulties to contend with as had the dealers in his town. He told of seeing Mr. Whitman in regard to giving the trade protection and instanced to him the sale of a jackknife. Mr. Whitman said the boy wanted a knife and he gave it to him—at a price. There was no objection to that. Then Mr. Whitman said that he did not think there was a firm large enough to sell builders' hardware, therefore, the Hobbs Hardware had gone after that business. There was no objection taken by the retail trade to that. But objection was taken to that jobber selling at retail, and Mr. Summer thought a protest should be lodged with the Wholesale Hardware Association and this Ontario Retail Association should bring influence to bear on the wholesale association to remedy the grievance of the London men. He did not want to do anything drastic, but something should certainly be done.

Secretary MacPherson read a letter from the Meridan Britannia Co. regarding the London grievance in which there was a suggestion of a conference. In regard to the sale of their goods there was no written agreement, but there was an implied agreement on the resale price. Mr. MacPherson was quite willing to believe that there were two sides to every story, and that more was to be gained through diplomacy than force. He was willing to co-operate with others in getting the interested parties together in a conference.

Mr. Parker (Toronto) thought a great deal of the conference proposition. He instanced electrical fixtures, saying that Banfields would not sell to him because he was not a member of the wholesale association.

Mr. Jackson (Toronto) believed the London men had done what they could to right matters before coming to this convention. He thought publicity would help and that the trade papers were the weapon to fight the wholesalers who broke faith with the retail trade. Our Toronto problem was not so serious as was that of the London dealers. The Toronto jobbers had promised co-operation.

President May thought a good deal of time had been taken up with this matter, and he believed the Resolution Committee and the new executive would try to bring about a solution.

Mr. Creeper (Owen Sound) thought the key to the situation lay with the manufacturers. If we notified manufacturers about the cutting of resale prices they would certainly remedy matters.

Mr. MacPherson did not like to use force. The Hobbs Co., nor any other company, did not like force—would not be forced. The solution lay in strong deputation of manufacturers and retailers discussing the whole situation. This method was better than intimidation.

Morris Phillips brought up the question of the Eaton Co. selling paint at 62 cents a quart tin, reading the ads. of this paint in a Toronto daily, and stating that dealers could not give a better guarantee on their \$1.40 paint. He hoped the resolution committee would bring in a strong condemnation of this matter.

Mr. Rankin (Ottawa) said that a painter next door to him had paint in his window at 75 cents a quart, but that he (Mr. Rankin) sold more paint at a higher price than did the painter. He thought Mr. Phillips could get 62 cent paint from the manufacturer if he asked for it.

A discussion on values being under way, Mr. Carter said a majority of dealers will always take back any paint sold in their stores if it did not prove satisfactory.

Mr. Parker advised Mr. Phillips to put in two grades of paint—a cheap line and a satisfactory line—and see which sold best.

A speaker in the body of the hall had an analysis made of the 62 cent and \$1.40 paint lines, but the resultant argument had not convinced his buying public.

Mr. MacPherson read a letter on the analysis of mail order house paint which he sent to all members of the Association. He thought the analysis was lost to 99 per cent of the members, many thinking that as the cheaper paint was composed of larger quantities of barytes that it must be the better paint.

JOBBERS COMPETITION AGAIN

A Western Ontario dealer had heard a lot at this convention that did not seem to get anywhere, he believed the Hobbs matter should be threshed out here and now.

One of the London delegates was pleased to hear the Hobbs matter was to be reopened. He had listened to the whitewash given the Toronto jobbers, but could not say as much for the London jobbers.

Weston Wrigley suggested conciliation as the best method and thought that if a district meeting could be called at London, say on Good Friday, whereby the London dealers could get in the rural dealers, then surely something good would come of such a meeting.

Mr. Phillips thought the Executive should take up the matter. We owe it to London to see that something is done.

Nelson Mills (Hamilton) said our Executive now represents some 700 Ontario dealers. If our Executive would keep in touch with the wholesale Executive we would get somewhere. This is not only a London grievance; it exists in Toronto and Hamilton also. We may have to go unsatisfied this year and next year, but eventually we will land all right.

Mr. Mills moved, seconded by Mr. Phillips: That our Executive keep in constant round table conference with the Wholesale Hardware Executive and try to settle amicably any grievances or matters requiring adjustment without waiting for our annual convention. Carried.

John Caslor said keeping in touch with the jobbers had helped the Toronto Hardware Club. In a conference with Mr. Howland that gentlemen had said that he did not want in his house the "wholesale only" sign. He wanted no one to suspect it was anything other than a wholesale house. He wanted to get rid of all consumer buyers; such business was not worth while.

"If you have money invested in dead stock the interest at 6% per year is costing you 1/2% per month. And rent is usually figured at 3%. Does your stock pay rent and interest?"—Frank Stockdale.

ARRANGING TO "PAINT UP" TORONTO

A joint dinner meeting of the Toronto Retail Hardware and Paint Club and the Paint Oil and Varnish Club of Toronto is to be held at the Carls-Rite Hotel, Toronto, on Tuesday, March 13, at 6.30 p.m., to discuss plans for a "Paint and Clean Up" campaign the week of May 7 to 12. Every hardware and paint dealer in Toronto is invited to attend and tickets (\$1.00) for the dinner and entertainment can be obtained from R. P. Freek, 655 Yonge St. (Phone North 2989), H. E. Mihell, Imperial Varnish & Color Co. Co. (Gerrard 2700), A. G. Pinard, Lowe Bros. Ltd. (Parkdale 3400), or any paint traveler.

The "Paint and Clean Up" campaign held in May, '922, was so successful that this year's campaign should go over with the enthusiastic support of every paint and hardware man in Toronto.

Hamilton, London, Ottawa, Kingston, and other Ontario sites are also to be urged to put on a similar campaign.

Business Ethics Call For Fair Dealing

Business Men Have No Exclusive Rights—If one Class of Dealer can Merchandise a Commodity Better than Another They Have a Right to Do so—Wholesale Houses Should Not Use Buying Power to Retailers Disadvantage.

Address by J. C. Gibson, Oneida Community, Limited, before Ontario Retail Hardware Convention.

I CANNOT offer any fixed rules to govern your business conduct or my own. Our characteristics and environment, our relations and activities with other members of the community in which we live are the foundation for our ethical makeup. Every business man knows his clientele and business objective, and he is entitled to an opportunity to develop them.

"If I were a young man starting in the hardware business I would look around me and see how great the necessity was in any particular community for the kind of things and the kind of service I was in position to render. Too often little attention is paid to just what the other fellow may be doing.

"We frequently hear of the rights of the business man. In our own case, I don't believe that because we have six competitors in Canada that I am entitled to do anything to interfere with their growth and progress, and I don't believe it could be charged against me as an individual that I would exercise any such influence.

"Of the twenty six years I have spent in business twenty were on the road in the United States and the last six in Canada. It may be that I have broadened and become more experienced but I want to pay a tribute to the Canadian business men for the understanding and sympathy they show to commercial men and those they do business with.

"I have often discussed the question of what is in my province and what in the retailers and wholesalers province in the scheme of doing business. I do not believe that any of us have exclusive

yet. I don't think it is within the province of a wholesale house to use its buying power to interfere with the fair treatment of the retail trade in any town or province and I pledge myself to do all I can to remedy this evil."

I know of a case where a watch salesman induced a retail dealer to place an order for \$500 worth of watches about a year ago when the dealer would have had an ample stock with \$50 worth. The salesman hoped that the dealer would turn the stock but the watches have not been selling well and the dealer has been so tied up with paying off the jobber in installments of \$25 or \$50 that he has not been able to keep his other stock sorted up and his credit has been injured with all those he has been doing business with. His energy has been wasted and that one purchase has put him in a bad financial way. That was not clever salesmanship.

Any jobber or manufacturer who willfully overloads a dealer with stock is not a friend of the dealer and he is an enemy to commercial progress.

"Another business incident which recently came to my attention was that of a grocer in a high class residential section of Toronto who had a well selected stock but failed because he allowed credit to too many customers. He had the courage to buy, the ability to sell, but he hadn't the courage to insist on getting cash for his goods. He was not entitled to fail and it seems a pity that a man with his talents should be sacrificed to the greed and dishonesty of other men. Be careful of your financial structure.

When visiting in London, England, some years ago some young English people criticized Americans for being a Commercial people. They said we lacked art and literature. Why should we not be a commercial people? It is necessary for the upbuilding of Canada and the character of our citizens that we be a commercial people. We can have all the refinements of civilization but we should co-operate not only for the love of art and literature but also to build up the best in this great business and commercial life of America in this twentieth century."

It pays to take a vacation to attend a convention. You'll find out how your machine will run without you. Your store won't look the same to you when you go back. The ideas you will gather at the convention will give you a wider vision and both you and your business will be better for the vacation.—Frank Stockdale.

TALK ON FRENCH IVORY

C. L. Chaffee, French Ivory Products Co., Toronto, was given an opportunity of describing his line to the hardware convention delegates and suggested the addition of French ivory as a profit making line.

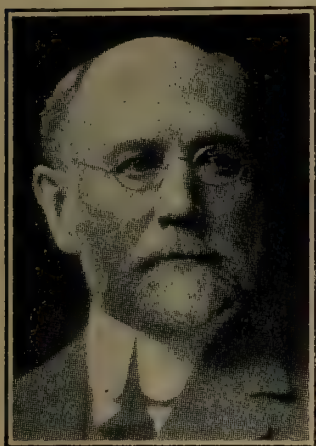
French ivory is a chemical composition made of cotton nitric and acetic acid, camphor, dyes, and alcohol, the camphor giving it the lustre and pliability, which, it is claimed, makes it surpass the natural ivory in appearance.

It was first manufactured as a substitute for real ivory in billiard balls, being called celluloid but the material of to-day is much different. It became known as French ivory because the first articles were made in France.

Mr. Chaffee stated that there was very little real tusk ivory in Canada and the heavy duty on finished French ivory made it expensive to import.

French ivory is made in shell, amber and other colors as desired, some articles such as mirror frames being solid and others being a thin shell over a wooden core.

The line sells well during the christmas holiday season, but, as Mr. Chaffee said, Weddings and birthdays are happening all through the year, and the dealer who makes a display and keeps the line out in front can always sell the goods. The speaker urged dealers to seek the co-operation of their wholesalers in the selection of a suitable stock.



C. N. CANDEE, Toronto,
Elected President of the Rubber
Association of Canada



J. C. GIBSON, Toronto

rights to any of the things that go to build up a business or build up confidence in the commodity or business with which we are identified. I cannot see where our rights come in and believe we have no rights except what we earn.

"I should hate very much to see any studied effort put forth on the part of any single organization from the fruits of their effort. This is a delicate point.

"Just because you happen to be a hardwareman it is not in your province to prevent someone in the roofing or furnace line from doing business if he happens to see in that community a need for his services. I don't believe it is mine or your province to say he shall not enjoy the privilege.

"The jewellers say that silverware is a line that should be sold exclusively by them. They claim better merchandising facilities for this line than the hardwareman. If they have particular ability in merchandising, if their stores are more exclusive, and if their sales people are more skilled, they have a natural advantage and that is all they are entitled to.

"We have had a rather unfortunate experience this year in trying to define the line of demarcation between a wholesaler and a retailer. It has taken all the ingenuity and persuasion of which I am capable and I am not sure that we have arrived at a satisfactory solution

How To Build Up a Selling Program

Retailers Must Have a Knowledge of Values—Plan a Definite Business Objective and Control your Stocks—Departmentise your Lines and Set a Quota for Each.

Address by Frank Stockdale before Ontario Retail Hardware Convention.

FRANK STOCKDALE of Chicago in his address on "How to Build a Selling Program," delivered Wednesday morning before a crowded convention hall, won repeated rounds of applause from his hearers.

Mr. Stockdale referred to part of the discussion of the Question Box which he had overheard—that part in regard to the sale of aluminumware. If, said he, a demonstrating student could sell \$65 worth of such goods in one house there must be a good market for similar articles in other houses. If a man wants to make a success in the hardware business or in any other business he must give his whole attention to that business. Never mind the other fellow unless he has something that can be applied to my business never pull down the other fellow unless by so doing you can build up yourself.

Mr. Stockdale had been attending a number of hardware conventions of late. He felt he was getting to be quite a hardwareman. There was one thing every successful hardwareman should know, and that was a knowledge of values. Down in Oklahoma the other day he was speaking to a colored porter about the rain that was falling. That rain was worth millions of dollars to the State. The porter said it was worth a thousand. That was his idea of values and incidentally showed why he was a porter.

A friend of his over in Pennsylvania had been speaking to him on values. That man knows how to measure values, and that knowledge of values is what is going to decide the success or failure of many men here. Knowledge of values—you must know values down to the grass roots. He emphasized that thought because he wanted to get it under the skin of every present.

Mr. Stockdale said this knowledge of values applied to everyday life, instancing the social welfare work of a college at Lagrange, Chicago. One of the workers of this school had gone, on an investigation call to see a family of six persons living in two rooms that had been referred to as needing assistance. During the investigations the visitor found an electric bill for \$8.55 for a month's supply. The visitor also saw an electric heater in the house—to heat the two rooms. While one can get more power out of electricity than any other element, it was sheer waste to use electricity for heat. As power, electricity is cheapest, as light, it ranks next in cheapness; but as a heat it was expensive. Even the electric companies that sell electricity use coal for heating their own offices.

The speaker said he wanted to talk to the hardware men present on planning for business. The simplest form of endeavor is the first to be overlooked. Mr. Stockdale told the story of Mark Twain and the proofreader who when asked if he had revised the author's work said "yes, but it took me too hours to cut out all the extraneous matter." "That's all very well," said Mark, "but in two hours you have taken out what it took me two weeks to put in."

Another story Mr. Stockdale recited to bring home his point was in regard to three professors and a guide who had gone on a shooting expedition to the Maine woods. Arrived at the guide's cabin the professors found that the stove stood away from the floor on very high legs. One professor thought it was because the guide wanted to get good circulation; another said it was to get the cool air at night; the third thought it was because of a place to pile the fuel. But the guide when asked said it was because of a lack of stovepipe, the other lengths having been lost overboard from the boat on the way up.

That is much like our own business—we miss the obvious way. Now there is an obvious way in business and that obvious way is a proper plan.

There are three things to do in all business—plan, drive and control. Of course you must plan before you start out. Under driving we include, buying, display, advertising and personal selling. Under control we include control of cash, stock, help and ourselves.

To properly convey his idea Mr. Stockdale drew a square as re-

presenting the field of profits, enclosed at the corners by margins, expenses, stocks and sales. He advised all dealers to diagnose their business. Many dealers hold a mortem on their business, but post mortems do not help last year's business. A post mortem is good if its results are applied to the business. The best way is to know your business from day to day, and week to week, and month to month and see if we have made a success.

Referring again to aluminumware Mr. Stockdale said he would put in the stock that made for him the greatest profit. He would then let the demonstrator use whatever method he chose and wouldn't care what anybody else would think. I am in business for profits, and that's all that I am interested in.

I have, said Mr. Stockdale, the greatest sympathy for the man who is in business. It is a big job—the biggest job in the world.

The net profit on each dollar sale in retailing is getting less and less every year. Half the sales show a loss instead of a profit.

I'm not speaking of net profits on the business, but on the dollar sales. This change has been going on for fifty years.

Now the first cornerpost under this field of profits is "margin" or "mark-up". There have been practically no changes in margin. He illustrated by a story of the Owl Drug Stores in Chicago whereby the sales staff was induced to increase sales through the bonus, system.

Competition is coming along and getting keener every day and all the way. Peddling from door to door is very strong in the United States. There is a firm in Indiana that puts out 65,000 pairs of stockings every day, and these are sold from door to door.

The chain store, the department store and the mail order house are not going to wipe out the independent store, but what they are going to wipe out is the inefficient store, and they are doing it every day.

Don't think that this talk is high brow stuff, good for the big store. It's for all stores—the big store because it is big, and the small store because it's going to be big.

Now before the business can succeed the dealer must get enough margin to offset his expenses. Margin, expense, stock and sales are all linked up.

Consider what your expenses are, what business is to be had. The recent discussion shows me that there is business to be done in aluminumware, and that sales can be made, and are made.

There is an opportunity to make sales, and sales can be made if we go after them.

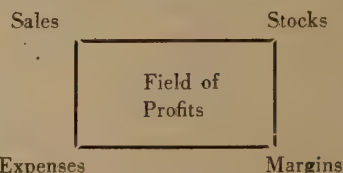
Mr. Stockdale asked what would be thought of a man who going to a doctor for advice was told to walk three miles a day, and afterwards would walk two or one. Why such a man is defeating himself before he starts out.

Dealers should set out with some definite objective in view, and try to get there. Say I'm going to strike the \$10,000 mark next year—but how are you going to do it? Oh, some way. What line will you push? All lines. When will you push them? All the time.

The right way to do it is to make up your sales quota. Divide the store into lines, and set sales quota on every line.



FRANK STOCKDALE, Chicago who addressed two crowded meetings and also spoke at the annual banquet.



Plan to Protect Profits—Leave out any of the four posts and your plan will fall down.

I want to get some men here, if only half a dozen, to go back home and start something here in Ontario.

I'm going to sell so much aluminumware this year, and double it next year. How many of you can say I sold so much household wares last year, and am going to double it next year. How many know how much aluminumware you sold last year? If you don't know you should and those who do not make a definite objective to strive for are licked before they start.

There are no profits without sales, but there are lots of sales without profits.

When there are sales without profits in nine cases out of ten it is in the lack of control of stocks. The biggest factor in the lowering of expenses is to control your stock. In the United States it has been found that there are more expenses than profits. That sounds bad for the profiteers.

During the Buyers' Strike there was a store in Chicago which had sales of \$50,000. The expenses were \$12,500, or 25 per cent. of the sales. Now in an established business such as this it is difficult to keep down expenses. But supposing sales dropped off to say \$40,000 with expenses the same (\$12,500), the percentage of expense rises to 31¼ per cent. You see what happens when volume drops down—something is bound to happen. Now if you don't control stock or sales, the ratio of expense is apt to surprise you.

Knowledge is power. What right have I to go into a community with a hardware stock that does not meet the needs of that community. You have rights of course, but the community too, has rights, and these must be respected. You must bring the stock your community wants.

From your reports I see that you have been doing something here, and that you have been trying to serve your communities. They show too, that you are dissatisfied. You would not be here if you were satisfied.

It is not how much stock you have, but how long does it stay in the store.

Look at the automobile manufacturers. Last year they sold in America more automobiles than could possibly be bought. We

were simply saturated with automobiles. And yet these manufacturers say they will sell more automobiles this year than have been sold in any other year.

How to limit stock? What constitutes a good assortment? What makes a good assortment for my trade? These are questions that every dealer must ask himself. And he must resolve that he is going to get more sales this year, or somebody else will.

We should make every line we carry show a profit, and throw out the other lines, and let somebody else make a profit on them. If we are losing money on tinware and the grocer can make money on tinware sales, for goodness' sake let the grocer have the line. The man who controls his stock controls his business, and is on the way to make profits.

"HOW TO KNOW THE PROFIT MAKING LINES"

Continued from page 24

fore the bar of public opinion and ask them what they have to say why they do not pay rent.

Take interest, another factor that is not taken into account.

A most important thing in business is to know what is profit and what is loss. How are you going to catch a thing when you don't know it if you saw it?

But first get your turnover, next your carrying charges, then you have started something that will show you the state of your business. And when you know this you will know what goods to buy, what sizes, what kinds and what lines.

Knowing your profits don't get you anywhere, concluded Mr. Stockdale, you must also sell the goods.

At the end of his talk an auditor asked if he would throw out money-losing lines and let a competitor have that trade, to which Mr. Stockdale said that there were different kinds of profit, money profit, prestige profit and trade profit. If the loss on the line is offset by the people it brings into the store the line might be kept, though it would not be worth paying much attention to.

How Aluminum Cooking Utensils are Made

Interesting Story of Development of Aluminum Industry—Metal Very Costly Until Recent years—Has Great Lightness and Strength—Numerous Articles being Manufactured from this Metal.

Address by C. M. SALTER, Manager Cooking Utensil Department, Northern Aluminum Company, Toronto, before Ontario Retail Hardware Convention.

HISTORY tells us that we have had the stone age and the iron age in cooking utensils and someone has said that this is the aluminum age.

"While there is iron everywhere, few people realize that about eight per cent. of the crust of the earth is aluminum. Rubies, emeralds, turquoises and other jewels are aluminum in some form. Aluminum is found in various forms but it cannot all be used for the reduction to metal, of the three forms in which it can best be used the one which gives best results is found in the south of France, Arkansas, Tennessee, British and Dutch Guiana. In this extracted form it is white and is called 'alumina' and contains some iron and some silica—. When put in a sodium hydroxide bath and a solution of carbonate of soda is run through it this precipitates the alumina. It is then taken to the drying house and the water drawn off, being next put into large pots and subjected to a high electrical heat. The alumina is then drawn off from the bottom of the pot.

Aluminum was not known as a metal until Sir Humphrey Davey discovered that the metal substance in clay could be extracted. In 1856 Daville, a French chemist made some articles and sold them at \$65 per pound. This process was improved upon and the price was reduced to \$9 a pound. It remained, however, for Charles Hall to discover a process by which aluminum could be used commercially and sold at 65 cents a pound in 1886.

"Aluminum has several outstanding properties. It is one-third the weight of iron; three-tenths the weight of copper; half the weight of silver, and one-eighth the weight of gold. It is very malleable, and can be hammered into sheets almost as thin as gold leaf. Aluminum leaf is now replacing silver leaf, and is also being drawn into very fine wire. Its specific gravity is 2.56 and the melting point of aluminum is 1217 degrees.

"In heat conductivity aluminum stands next to silver and copper. It conducts heat three times faster than iron or steel. Acids found in vegetables or fruit do not attack aluminum, making its use possible for grape juice manufactures and sugar refiners.

"Two ounces of aluminum used to a ton of steel takes off the gases, and produces a better grade of steel.

"Aluminum is widely used for both high and low tension transmission lines. The Hydro-Electric has 6,000 miles of high tension aluminum cable and many miles of low tension cable. Its tensile strength is not as high as copper, nor is its conductivity as high, but it weighs only one-third as much as copper requiring fewer supporting towers. It is not affected by sleet as much as other metals. Producers of zinc use aluminum sheets in the production of zinc.

One manufacturer used between 400,000 and 500,000 pounds last year to wrap tea and it is also used for covering chocolates, cheese, etc. Over 85,000 pounds were used last year for screw tops for fruit jars. Parts for cameras, tubing for cash carrying systems, parts for skates, bicycles, bronze powder for paints, etc., collapsible tube for tooth paste, moulding for automobiles, etc., are some other uses. Automobile manufacturers also use millions of pounds yearly for engine casings, auto bodies and parts. An all aluminum car is also being planned.

"An aluminum alloy has recently been found which is hard enough to make screws, nuts and bolts which combine lightness with strength and aeroplane manufacturers are now using these throughout.

"Cooking utensils take 50,000,000 pounds of aluminum each year, there being three ways of making aluminum cooking utensils—casting, spinning and stamping. Our company uses the stamping process. The sheet aluminum is rolled to the required thickness according to the size and use of the utensil, being then inspected for blisters or streaks, the biggest losses come in the inspection of the sheet. The sheet is then put in a large press and drawn to the first shape. If the metal is soft there is little or no tearing, but hard metal tears readily. It is then put into other presses for the other processes and then oiled for the removing of marks of the presses. It is then buffed, the fittings put on, and polished.

"Quality in manufacturing is ensured by the thickness and method of manufacturing the sheet, there being various ways of slighting the product in manufacture and producing cheaper grades of utensils.

How To Know the Profit Making Lines

Inventory Should be Taken on Selling Price—Apply the Babcock Test to your Business—
Carrying Expense about Equals Selling Expense—Charge Your Goods
Rent for the Time They are In Your Store.

Address by Frank Stockdale before Ontario Retail Hardware Convention.

FRANK Stockdale delivered his second convention address on "How to know the Profit-Making Lines," on Thursday morning. "If I could answer that question directly," said the speaker, "we would make the biggest step forward in the hardware business in Ontario that has been made in a generation." Looking into business facts many dealers will find that what were thought to be money losers were really money makers, and what we expected were money makers were really losers.

Go into any man's store and you will find him strong on some point or points of merchandising. It is some big job to be a merchant today. A merchant is both a buyer and a seller. Somebody had said that a good motto for a merchant to follow is "Buy in cold blood and sell in enthusiasm". Many dealers reverse the phrase.

It is a well-known fact that the man hardest at first to approach is easiest to sell afterwards. It is a case of an irresistible force meeting an immovable object—like a Hebrew salesman meeting a Scotchman who doesn't want anything today.

Two things are wanted known in business today. One is to know the profits and losses by periods of time. This cannot be had unless there is an inventory. You must know what you have on hand before you can make out a financial statement.

The income tax return is a good thing in that it has made a man take an inventory once a year instead of once in ten years. It has made other once-a-year merchants take an inventory now twice a year. In the past the taking of an inventory was regarded as too much like work. Isn't it a fact that two inventories can now be taken in the same time as one formerly?

A pertinent question at present is—can an inventory be taken on the selling price? Yes, said the speaker. He stated that he propounded this question at Regina last year, and when he answered in the affirmative three men in the meeting rose to their feet at once to ask how, inventories in the future will be taken on the selling price, and in one-quarter the time.

If we look into the dairy business we will find that there has been one thing that has put that business on a sound basis, and that is the Babcock test. The Babcock test puts every cow on a test. For ten years Mr. Stockdale had been looking for a Babcock test to apply to merchandising in retail stores. Departmentizing will not do it. The man who says that that alone will do it is talking through his hat. But if we get down to showing profits by lines that would be a good test. When a man buys information and makes money on it he is getting near to profits.

The dairyman today must know his business. He must know what he is going to do. He knows through his test when a cow is not producing profitably. He changes her feed, and then if she doesn't show a profit the butcher gets her. Hardware dealers should likewise get rid of the lines on which he does not make a profit.

Another incident related by Mr. Stockdale had reference to a small village in Minnesota, where with two good groceries the villagers could not get fresh fruit until a Greek opened up a fruit store. Immediately there was a good demand for fresh fruit, the two stores that would not handle the line now stocked up. The result is that where there was a good trade for one fruit store now there are three stores trying to get part of the business. That means that the fruit business is demoralized as the tinware line is demoralized in your business.

The hardware dealer should know his profit-making lines. If that and similar questions were discussed at trade conventions instead of the expressions of opinions that we frequently get there would be greater and better results accrue from our annual conventions.

What is the average cost of doing business is another question suitable for discussion. If we take our expenses and our sales and put them into the adding machine and grind out a total and divide our sales into our expenses we may find that 231½ per cent. will cover all lines in the store with that cost of selling. But there are some lines that cost 50 per cent. Wouldn't it be worth while knowing about them?

Compare the selling costs of a grocer and a jeweller. The former's overhead is 16 per cent and the latter's 35 per cent. Down the street there is a man who handles both lines. He figures his costs at 25½ per cent. So he marks up all his lines—watches, rings, oranges, lemons, flower, sugar. How foolish that is when we apply it to our own business.

Let us take another illustration. Suppose all here are measured for a suit of clothes. We total the girth measurements and we divide by 250 so that all will come under the average. What kind of a fit would we have? Averages do not fit specific cases.

Hardware stores are selling Ingersoll watches. You have been doing for the jeweller trade what you say the grocers are doing for you in tinware lines. You have been handling this line at about 50 per cent. on the cost and the jeweller's cost of doing business alone is 35 per cent. Either one is wrong. I think it is the jeweller.

In order to know real profit we must know the margin on every line. The peddler with perch on his back carries goods and sells goods. It used to be a backracking job, now it's a brain-racking job. The merchant carries goods and sells goods, the only difference being we have transferred the load from our backs to our brain and in so doing we've been chloroformed.

Do our goods cost any more than they did a little time ago? No; but carrying charges are accumulating all the while. If we put all our costs and carrying charges on one side, and our sales on the other then we can apply the Babcock test to our business.

Some of the carrying charges are rent, heat and light, insurance, etc. Let us mark down here a typical case—a clothing house in Chicago. The various charges may not apply in the same proportion in hardware, but the charges are there and they will not be far out.

	Carrying Expense	Selling Expense
Rent	3.0	
Heat and light	.5	
Insurance and Taxes	1.2	
General Expenses	.9	.9
Interest	3.0	
Depreciation	2.2	
Owner's Salary	1.5	1.5
Wages		6.1
Advertising		2.6
Bad Debts		.4
Delivery Costs		.6
	12.3	12.1

These are the expenses on a \$60,000 business. You will find that the cost of carrying and the cost of selling may vary 6 per cent., but they are always very close. But this does not indicate the cost of doing business.

Now we get own to turnover, one of the least understood terms in business. We understand volume of sales and volume of business, but when you tell me about turnover then I must have some fuller information.

Volume is how much did I sell; turnover is how long did the goods stay in my store. If the average does not tell me how long the stock remained in my store then something is wrong. Turnover is speed. How fast does the stock pass through my store. A dealer may sell \$60,000 worth of goods in a store and get one, two or ten turnovers.

Here I have a line of goods—washtubs, let us say. I have \$20 invested in these goods, which I mark to sell at \$30. I sell \$60 worth of wash tubs—that is two turnovers. If I get \$120 on the same amount of stock I get four turnovers, in say six months. That costs me about 2 per cent. a month to carry. The jeweller's costs with one turnover a year would be 36 per cent, and the grocer with 12 turnovers would be 14 per cent. with 2 per cent added for delivery.

In the first place get as near the inventory average as possible. Inventory should be taken every year, at least. We are getting near the time when we will have a continual inventory.

Many people divide sales into stock to get their turnover. They figure that on an average stock of \$12,500 and sales of \$40,000 they get a 3.2 turnover. But based on selling costs they only get two turnovers.

Take rent as an item of expense. You pay rent ordinarily month by month, but how do you charge rent against goods. Usually all stock pays the same rent whether for one month or for two years. If you mark your goods too high you lose customers; if too low you know you have a loss. What you should do is get these goods be-

(Continued on page 23)

Progress Of Hardware Mutual Insurance

Total Losses by Fire in Canada over \$43,000,000 in 1922, an Increase of Nearly Fifty Per Cent. in One Year—Yet Hardware Mutuals Assets and Premiums Show Large Increase.

Address by C. L. CLARK, manager Canadian Hardware Mutual Underwriters, at Ontario Retail Hardware Convention.

I HAVE been thinking for some little time how I could best convey to you the progress made by your fire insurance companies during the past year. Due consideration prompts me to enlarge upon our December 31st, 1922, financial statement, for a discussion of the nine items therein (4 assets and 5 liabilities) must necessarily include the important points of interest. You will note that the assets have increased \$645,300. over the previous years figures of \$4,658,000. This, in itself, is very encouraging to say the least but the first item in the assets account is by far the most important. This item is "Cash and Investments" amounting to \$4,414,743.01 or an increase of \$377,377.

This benefits you in that the organization is the gainer to the extent of some \$18,000. addition interest income, which sum will pay, a goodly share of our expenses. It will therefore be necessary to take less of our premium income to pay expenses, thus enabling us to maintain our present dividend. Mutual Companies have this advantage in that the policy holder receives the benefit of all such miscellaneous income. The item "Cash and Investments" includes cash in banks, bonds, mortgages and real estate owned by the companies.

It is worthy of note, if for no other reason than to maintain your confidence in the stability of the companies, that each of the three companies are building their own home office buildings.

The Hardware Dealers Mutual of Wisconsin has already occupied its quarters and it is my purpose to show a cut of this building in the trade papers in the near future. I can assure you beforehand that you will be proud to show it to your friends. The other two companies are building and will occupy their quarters during the coming year. These buildings are being erected due to the growth of the Companies and are necessary from an expense standpoint.

We can pass over the next of "Interest Accrued" for there is nothing to explain in connection with same. At the proper time this amount will find its way into the treasury as previous cash received from coupons clipped has done before.

"Premiums in Course of Collection. An increase in the volume of business in the past few months accounts for the increase of \$261,000. in this item. Poor collections account for the rest although in view of our 60 day collection rules, I very much doubt if there is an amount of any importance over 75 days old. Any amount older than this balance due after a heavy initial payment. Our accounting departments have instructions to see that all premiums are paid within 60 days or else cancelled. As far as the accounts under Winnipeg supervision are concerned, I am glad to state that collections are apparently some better than a few months ago.

In some sections of Western Canada, as you know, there were crop failures and I am of the opinion that we should give every assistance possible to the dealers in such localities. I do not mean that we should indiscriminately write the risks of dealers who are hard up, for if we do we will surely foul those who are only too willing to sell out to the insurance companies, but there are dealers whose word is as good as their notes and who are of the highest moral type, and it is this class that we should be most willing to help if we are to carry out in purpose the spirit of mutuality. Do not get the impression that we can give our protection away for this could not be done, even were we of a mind to do so, as the laws under which we operate prohibit such a procedure. What I wish to convey is the idea that some of the outstanding accounts in this item are from dealers of first class character, who, owing to conditions peculiar to their locality only, are being tided over a period of distress. Such an action is, I believe, in accord with the fundamentals of mutualism.

"Other Assets" include amounts due from re-insurance companies, amounts due from other companies for losses paid, and market

value of bonds over book value. Whenever a loss occurs, on which we have protected ourselves by re-insurance with some other company, it is necessary for us to pay the full amount of the loss before we can collect from the company which has insured us. Hence, losses which we pay the latter part of December are taken care of too late to permit us to collect and enter in the current month. Bonds which we carry on book value are, in many cases, worth more than book value and could be sold at a substantial profit. It is therefore proper to take credit for this as an asset inasmuch as it is something on which we could realize quickly if necessary. The amount of such excess, at the time of preparation for our statement, amounts to roughly \$68,500.00.

The assets total \$5,303,357.95, not a bad accumulation for 22 years work, taking into consideration that we have in the same period paid in dividends to policyholders \$8,488,000, and . . . losses to policy holders of \$6,617,000, and please bear in mind that our initial premium is identical with our competitor.

The first item under the liabilities is "Reserve for Re-Insurance". It might be well to define this term before outlining what the increase here means. The various governments,

under which the Companies operate, require that a portion of the premium as written in the policy be set aside (or as we term it, "set up"). The sum so set aside shall be used for no other purpose than that of protecting the policyholder, in case of financial difficulty, by re-insuring with some other company.

Let us assume that Mr. J. . . . takes out a policy with us the premium on which is \$100. The Dominion Government requires that we set aside 80% of 50% of this premium, or a net of \$40. We may not use this \$40. except to protect Mr. J. in case of our failure or in case our surplus is reduced to a point where the Dominion Government considers it unsafe for a person to insure with us. We must therefore use that \$40 to buy insurance for Mr. J. in some other strong company. The reason the percentage 80% of 50% is taken is that the reserve is computed (as far as the government is concerned) on the last day of the year. If all our business was written in December we would then have to carry 11/12ths. of the premiums as a reserve and decrease the revenue 1/12th. at the end of each month, but as our premiums are fairly well averaged month by month throughout the year, it is clearly seen that if we carry as a reserve 1/2 the amount of premiums in force December 31st. that we are keeping as a reserve practically the entire

pro rata unearned premium of every policy in force, for we are carrying a reserve of 1/2 the premiums that expire in January whereas we only need 1/12th; 1/2 the premiums that expire in February whereas we only need 1/6th, and so forth.

From the above you may therefore comprehend why we must charge the board rate and not return the dividend until expiration of the policy. You are, in effect, setting up your own re-insurance reserve and having set it up once you are called upon to pay 1/2 of the board premium on each renewal. Consequently when you retire or cancel your policy, we take down the set up and return it to you, for it is yours. We term it unabsorbed premium deposit of dividend.

The ratio which we must set up varies with one and three year business. On one year business in Canada we must set up 80% of 50% and on three years business 80% of 5/6ths. of the premium. Three year business, which has only one year left to run, is called upon for 80% of 1/6. and three year business with two years left to run, is called upon for 80% of 1/2.

Consider for a moment the immense amount of detail necessary to the keeping distinct all of the above. It calls for expensive accounting systems and additional clerk hire but the information is required by the government, who is acting in your behalf and for your protection. As the figures given here are as given in the returns to the State Departments, where the companies are domiciled,



C. L. CLARK, Winnipeg

Manager Canadian Hardware and Implement Underwriters

they are not computed on 80% of 50% but on a straight 50% reserve for one year business, 5/6 for three year business, 1/2 for three year business with two years left to run and 1/6th. on 3 year business with our one year left to run. The State of Minnesota requires only a 25% reserve on one year business for Mutual Companies but so many other States, in which the companies do business, require 50% that for a number of years, the Companies have voluntarily used a 50% basis for their reserve on annual business.

Last year the reserve carried was \$2,251,000, and this year \$2,840,800, an increase of \$589,800. This means an increase of premiums in force in the neighborhood of One Million Dollars which is approximately the increased amount of premiums written by our Companies last year. Of this increase Canada produced \$189,000, for in 1921 we only wrote \$128,000, in premiums in Canada as against \$317,000, in 1922.

One of the points most gratifying to me is the continuous growth of the Companies indicated by the increased premium income. If the companies did not have something to sell and give service in the selling of it, they could not show the healthy increases year after year that they do. I would like to have you obtain the same view.

The item "Reserve for Taxes" requires little explanation. Nearly every Province and State requires the payment of a premium tax. In some provinces in Canada this tax is based on the actual cash received for premiums; in others it is based on the premiums written. The Dominion Government at its last session slipped in one sentence that will this year cost about \$4000. Heretofore Mutual Companies which were not operating for profit were immune from the War Tax Section of 1915 but, at the last session of Parliament, Mutual Companies were included and must hereafter pay 1% of their net premium income to the Dominion. Our taxes, including annual registration fees, are now large and this means an extra burden. The United States had a 1% premium tax but last year removed it, as far as Mutual Companies were concerned, when it was pointed out that Mutual Companies were not operating for profit but that the premiums paid in were in the nature of a deposit and the amount not used for losses and expenses returned to the policy holder at expiration of his contracts.

We now come to the item that takes the largest single percentage of any in our disbursements and that is losses.

Let us hope that 1923 will show a lower fire record than did 1922. In Canada in 1920 the total losses by fire were \$27,391,574; in 1921, \$29,987,510 and in 1922, \$43,745,000. This increase in amount and number of fires is heartbreaking.

There is no doubt whatever but what the amount of fire losses increases with the number of business failures. In fact a recent diagram showing the number of business failures also showed the amount of losses and it was certainly most astounding to see the losses go up and down with the business failures. It is also certain that moral hazard is a feature to contend with in determining the desirability of risks. As far as Canada is concerned I can say that not one of our losses was suspicious. True, some of our dealers suffered losses from the burning of exposing buildings, the origin being of very suspicious nature but in not one instance have our adjusters cast reflection on one of our policyholders. We did have one case where our policy holder locked up his hardware store to go to the assistance of a neighbor and then, when the fire jumped a vacant lot and started his building burning, told everyone to help him get his household goods from the second floor as they were not insured, but I presume most anyone would save the uninsured property before they would that which was insured. Still it would have looked better to me to have had some of the hardware stock removed instead of paying a total loss on same.

It seems to me that much of the fire waste could be prevented. If you are positive your own premises are in order and doubt someone else's premises near yours, insist on the fire marshal or head of the fire department of your town making an inspection of that risk. Or call attention of our inspectors to same. They have instructions to make inspection of premises adjoining those which we write as we find most of our losses are caused from exposing fires.

Make a resolution now that you are going to help reduce the fire losses of Canada. It makes no difference if a man is insured or not, when he has a fire you are bound to be affected sooner or later. In the United States and Canada the fire losses last year were nearly \$400,000,000, and, as has been stated by authority, 1/4 of all our new construction. Insurance does not replace a dollar of this. It is so much created wealth wiped out forever.

We cannot destroy property to the amount of 1/4th, of all our new construction without the effect being felt by every citizen in the land. The personal element must be injected into this question of losses and that personal element must be you. It is early to figure the average loss ratio of Companies operating in Canada in 1922

but it is bound to be in the neighborhood of from 70% to 75%. We naturally contributed to this increase but our loss ratio for Canada for 1922 was 42%, considerably under the average.

"Unpaid Accounts" of \$8,800, represents sundry items presented too late for payment in 1922 and require no discussion.

"Other Liabilities" include unpaid dividends and premium ceded other Companies on business placed with them. It may appear strange to you that we should have to carry an account of unpaid dividends, but you would be surprised to know that many times checks have been forwarded for dividends and been returned on account of the policy holder moving and leaving no address. We must, however, carry these items until they are outlawed.

Your fire insurance companies are in a most healthy condition. Should the Company wish to liquidate right now, each and every policyholder would receive as a refund practically the amount of premium as named on the policy, for our re-insurance reserve represents the pro rata unearned premium and our net cash surplus is almost large enough so it would represent the earned premium, making the protection given to date on each policy, cost the policy holder nothing. I pass this on to you as representing a point of not only interest but stability of the Company.

Our deposit at Ottawa will be increased during the coming year. We have already offered an increase in deposit to the Dominion Government but they prefer to wait until they receive our statement of 1922 business.

I promised you last February that our expense ratio would be nearly normal in 1922 and I am pleased to be able to say that our expense ratio in Canada for 1922 was 20%, a reduction of 30% from 1921 expense figures of 51%. I predict a further reduction in expense ratio for 1923.

Our premiums written in 1922 in Canada were \$317,342, insurance in force December 31st, 1922 was \$12,830,000.

BRITISH COLUMBIA HARDWARE CONVENTION

The British Columbia Hardware Club held their fifth annual Convention at Vancouver, February 14 and 15, a banquet and dance given at Hotel Vancouver being the chief entertainment features.

At the business meeting a committee was appointed to arrange a series of regular monthly meetings at Vancouver where matters of interest to the trade will be discussed and an effort will be made to encourage regular attendance, not only of merchants from Vancouver, New Westminster, Victoria and other cities, but also from hardware dealers in the smaller towns throughout the province.

J. S. Culver addressed the Convention on the "Dangers of the Asiatic Invasion", stating that 1440 Chinese had been admitted into Vancouver last year and 1658 trade licenses had been issued to Orientals in Vancouver in 1922, thirty of these being in the retail drug business, nine conducted retail hardware stores and thirty were in the jewellery business. In addition 330 trade licenses were issued in Victoria, chiefly to Orientals. In indicating the growth of the oriental population, he stated that in 1910 twenty Japanese children were born in Vancouver, while the number had increased to 657 in 1922, in addition to which there were undoubtedly many births unregistered.

Addresses were also delivered by E. R. Ranck, manager of the Coleman Lamp Co. Ltd., Toronto, who gave an address on overhead expenses and a demonstration of the use of gasoline lamps and by Gordon Bell who advocated that hardwaremen stock fire preventative appliances in an endeavor to reduce fire losses.

The officers for the following year will be as follows: president, Arthur Davis, Cunningham Hardware Co., New Westminster; first vice-president, William Gidd & Company Vancouver; second vice-president, J. Grant Gunn, Vancouver; secretary, R. A. Ogilvie and treasurer, W. C. Stearman, Vancouver. R. R. Taylor of Victoria and Angus McPhail of Armstrong were elected honorary presidents and W. C. Stearman, Richard Bell, Arthur Davis and Arthur Evans were reappointed as a price committee.

RIFLE SHOOTING AT CONVENTION

The Dominion Cartridge Co., Montreal, conducted a rifle shooting competition in the Armories, during the Retail Hardware Convention and the event excited marked interest both amongst retailers and salesmen.

Champion of the Retail Hardware Assn. was won by L. D. Merrian, Chetworth, with a score of 62 out of a possible 70. N. Medhurst and H. G. Medhurst, Toronto, taking second and third with 58 and 57 points. The travelers prize was won by Mr. Clarke, 84 Wallace Avenue, Toronto, with a score of 61 points.



THE BETTER GRADES OF PAINT AND PAINT PRODUCTS —FOR THE BETTER CLASS OF TRADE

Alabastine—The widest advertised and easiest selling paint product.

Crown Diamond Paints—The exclusive agency for your town is a most valuable one. It assures you larger sales and good profits.

Crown Diamond White Lead—"The Superior Lead."

Dougall Varnishes, Enamels and Colors—Including Univernish, the one varnish for anything that needs varnishing and Da-Cote, the motor car enamel that is unsurpassed for quality and nationally advertised.

Liquid Granite Varnish—The dealer who sells this varnish is building his business on quality.

Valspar—"The Varnish that won't turn white."

Lucas Imperial French Green—The leading green in the market of the world.

Champion Pure Liquid White Lead—ready for use—is made from pure government standard white lead with the addition of pure refined linseed oil and pure spirits of turpentine, ground and mixed through powerful machinery in scientifically correct proportions, which are always the same. Put up in gallon and quart cans. It sets up a new standard in paint.

Lingerwett—The "canned lightning" Remover is 100% efficient.

Lead Oil—The celebrated flattening oil—a combination of vegetable oils and turpentine only.

Munns Wall Size—Guaranteed as a perfect undercoating for Kalsomine, Paint, Varnish, etc.

Munro's Pure Paris Green—"the popular poison."

Old English Floor Wax—Johnston's Floor Wax—Liquid Veneer—O-Cedar Polish—Lepage's Glue—3-in-1 Oil—Stickfast Paste—Cleveland Cleaner—Samoline Cleaner—Brasso Metal Polish.

GLASS—BRUSHES—SPONGES—GLUE—DRY COLORS—WHITE LEAD—SHELLAC—PAINTERS' SUPPLIES.

Stewart & Wood, Limited

PAINTS, VARNISH, GLASS, ETC.

TORONTO

CANADA

Linking Up With "Save the Surface"

The Value of a Slogan in Building a Business—Only Twenty-Five per cent of the Paint Market in Canada Developed.

Address by George Henderson, Chairman, "Save the Surface" Campaign, at the Ontario Retail Hardware Convention

AN old farmer in the West was painting his barn on Sunday when the country parson rode by and stopped to reprove his parishioner for working on the Sabbath.

"Do you think, my friend," he asked, "that working on the Lord's Day will save your soul?"

"I dunno, Parson," replied the old farmer, "but they tell me 'Save the Surface and you save all!'"

That seven word slogan is what I wish to speak about today. It is more than a slogan, I take it. It is more than a clever phrase, a catch saying. It carries a message and speaks a great truth. It has about it something deep and significant.

The word "slogan" we are told, is derived from the Scotch, and was first used by the highlanders. It comes from two Gaelic words—"slaugh" meaning army, and "Gairn" meaning a yell. In other words it is an army yell, a battle cry, a call to action. It has been adopted by a great industry going into battle for bigger business and a better Canada.

The entire paint industry has put its heart into this fight to spread an idea and to create an ideal. The slogan has been carried from coast to coast with all the power of the Press behind it.

The voice of the press speaks our thoughts for us and carries our appeal from ocean to ocean, from multitude to multitude. The great Nova Scotian political reformer and tribune of the people, Joseph Howe, said "Welcome, welcome, thou dead wood by which I live—by which I have power to influence the daily life and thought, to touch the heart, to enter the dwellings of tens of thousands like an old familiar friend and inform and guide them."

How many people are we reaching today? Let me give you approximate figures.

This Spring we are launching out for our new objective, to make 1923 the greatest paint and varnish year on record. We shall have over 24,000,000 Save the Surface chats with consumers all over Canada through the medium of the daily papers; 8,000,000 talks to farmers, in farm journals. We will give 2,000,000 surface protection hints to readers of magazines, and have 150,000 heart to heart talks with you dealers who read your trade papers.

As 86% of the population of this country can read, and as we have prepared a campaign that we are confident is worth reading, we have high hopes of implanting that big idea of ours in many minds throughout Canada, and of strengthening its appeal to those thousands who already know about it.

What is the buying capacity of the country? Can we expect a fair share of the consumers' budget to be expended upon articles we manufacture when there are so many other articles fighting us for that share?

Well, we know that there are one billion dollars in the Savings Banks of the land, that one billion dollars is created each year from the farm of the country, that one billion dollars' worth of Victory Bonds are held by Canadians. That there are nearly 200,000 persons whose incomes are large enough to be taxed by the Government. It is a quite prosperous Canada. We want to make it more prosperous still with the blanket of protection which thorough painting will lend to all property—factory, home, school, church or public building.

How many homes are there in the land? There are one million city homes and one million farm homes, and over 20,000 factories, and only twenty-five per cent. of all this property is adequately protected with paint. Has any industry in the world a field stretching before it seventy-five per cent. unsold?

We, as an industry, have many assets, but none perhaps stronger than the mental asset, and that is the one the Save the Surface Campaign aims to build up. This is just a question of how many people's minds you can control relative to their requirements for paint and varnish. Have we a public which is strongly convinced of the desirability and necessity of consuming our products? This is an important question to the industry as a whole and also to each

individual builder of patronage—patronage of a brand of paint or varnish, whatever that brand may be.

The real aim of the Save the Surface is to make sure that the public understands the fundamental economics of paint and varnish, that it understands not only why its use purifies and beautifies the objects upon which it is spread, but also why the use or failure to use paints and varnish is a determining factor as to how long those objects will last.

You dealers all over the country have accepted this campaign for what it is, a great business builder and conservator of national resources, and are linking up with it more and more. We need your co-operation and we are getting it, and it seems sure there is no limit to the success we may achieve if we keep on working together for the common goal.

We believe in the power of repetition as one of the greatest forces that acts on the human mind. The repetition of advice from the mother is the child's salvation in after life. Drops of water falling continuously in one spot still wear away the hardest rock. Repetition of the Save the Surface will wear down sales resistance just as surely.

We are completely sold on the idea of constant repetition of our slogan. We want to spread it so that the word "save" will automatically call to the mind the word "surface." We can, have and will spread this slogan in the press, but you are the men to spread it in your stores and among your customers.

It will do more talking in a day than any salesman you have, it is never still one moment. In the windows of the store, the mouthpiece of the retail trade, it will act as a magnet to the property owner. He may pass it many times before he makes up his mind to buy, but if it has planted the seed of the "Painting" idea in his mind, then buy he will some day.

Perhaps you have heard that once upon a time the late King Edward was walking in London town incognito, when he was recognized and accosted by a vendor of hot potatoes. The coster cried out "Buy some hot potatoes guv'nor and keep your hands warm wif 'em." The King smilingly bought two and put them in his pockets. The following day the coster's stall bore the sign in huge letters "By appointment to His Majesty The King." His trade picked up at once because he had secured the use of the greatest slogan in England.

The slogan is like a theatre ticket... not worth the paper it is printed on if it is not used. If we are co-operating on this campaign then we must all try to use it to the very limit, and when you try and visualize that limit you see that there is none. We have tapped a vein of pure gold which we know will last, yielding an ever-increasing output of profit and benefit to all concerned. That vein lies in the minds of the people throughout the country, the property owners. We are appealing to the citadel of the senses, the brain, every time we say the words "Save the Surface and You Save All."

Besides using the slogan in your store windows, on your delivery trucks, on your letter heads, rubber stamped upon parcels, in your local newspapers, in counter displays and over the paint department itself, converting it into a Save the Surface Department, there is another important means of linking up with the Campaign. It lies in the education of your clerks and salesmen.

A young and energetic salesman who is thoroughly sold himself on the Save the Surface idea will find many ways of helping to develop that great potential field which lies right in his neighborhood. If he is keenly alive to the tremendous possibilities in converting others to the cause, he will not be content to sell that possible 10% of customers who enter the store not knowing exactly what they want. He will get out and talk Save the Surface with the home owners.

As he passes along the streets every day will note signs of paint hunger here, there and everywhere. If smoke poured from the windows of a house he would willingly rush in and give the warning. Why not sound the paint alarm?

(Continued on page 30)



GEORGE HENDERSON
President, Brandram-Henderson
Limited, Montreal



See this man coming through your door !

He is the satisfied farmer to whom you sold Frost Fence

Frost Fence is so evenly woven it saved him time and money during erection.

His Frost Fence stands up to wind and weather without getting out of shape or sagging. The waved laterals giving and taking like springs, dissipated the strains; the Frost hold-tight lock keeps his fence in perfect shape; the Frost wire extra heavily galvanized resists rust.

He is proud of the spic and span appearance of his farm—as compared with the weed-grown, old-fashioned fences of his neighbors.

RESULTS—He just naturally thinks everything you sell must be of the same reliable quality—and if that is so, you get all his hardware trade, and that of his neighbors. And the farmers' trade is worth having! Cultivate it!

*We are
Distributors
for*

Burlington U-BAR Fence Posts

They outlast any fence.
High carbon steel with
rust-resisting paint. Hold
the wire tight, no sagging.
No post holes to dig.

Write for descriptive folder.

FROST STEEL AND WIRE CO., LIMITED

HAMILTON

ONTARIO

Makers of Galvanized and Bright Wire; Hay Wire and Bale Ties; Woven Wire; Farm, Factory and Ornamental Fences; Galvanized Gates; Manufacturers Wire; Supplies; U-Bar Steel Fence Posts.

Claims Enamelware is a Profitable Line

Enamelware Popular in Hospitals—Economical in Use and Profitable to Dealer—
No Truth in Charges that Chips from Enamelware cause Injury to Body.

Address by W. S. Gibson, Sheet Metal Products, Ltd., before Ontario Retail Hardware Convention.

THE use of kitchen utensils started from the earliest of days—from the dawn of civilization, when man prepared his food through cooking. The first utensils were crude, made of stone or clay. These substances made into cooking utensils were the chief possessions of the people of the world. There were some iron and copper utensils, but as they were very expensive they were possessed by few of the people.

About the beginning of the nineteenth century iron became somewhat cheaper and cast iron utensils in consequence became more numerous. In 1855 Bissmer made his great discovery of steel, and steel sheets were produced and sold at little more than the cost of cast iron.

Later, German and Austrian manufacturers made a line of enamelled ware not so heavy as iron, nor as expensive as copper. This line of ware spread to England, the United States and to Canada. Its introduction into the Dominion coincided with the time of Sir John Macdonald's National Policy.

So much for the history of enameled ware. Now for its manufacture. The making of enamelled ware starts with the steel sheet. We use the Armco steel. The sheet is pressed in the outline of a sink, or whatever other article is to be made in the first operation; this is pulled down in a second operation, and still further pressed in a third operation. After one or two other minor operations the article is ready for enameling.

A saucepan has further operations before enamelling in that the handle is welded on and the lugs and ears are put on by oxy-acetylene flame or electric weld.

Enameling is a process in which is used powdered glass and formerly a mixture of 20 or 30 chemicals. Now besides the glass the chief components are sand, feldspar and cobalt, with clay as a binder. This mixture is cooked at a high temperature and is poured into a solution of water to form a glaze.

This glaze is applied in either of two ways—dipping or spraying. The smaller articles are dipped and the larger sprayed. The articles are slightly heated to dry them and then sent to the enameling furnace.

The first coat is cooked at a high heat, as also are the second and third. The mottled effect seen on some enamelware is an extra process. The articles then go to the inspection room, and if passed are packed up for delivery.

In dealing with the selling points we must perforce make comparisons. We are so placed that we are the only manufacturers of enamelware who also make aluminum and other wares.

Cleanliness is a strong point we emphasize. Enamelware is used in institutions and in houses in the preparation of food. Every woman is interested in serving from clean and sanitary utensils. Enamelware is not penetrated by germs. Enamelware is used in the operating rooms of hospitals as utensils for holding and sterilizing surgical instruments. It is reckoned the best article for this purpose.

Then there is the ease of keeping enamelware clean. For myself I take home a sample of every article we produce, so as to be enabled to talk intelligently about it. And the help in our home, as well as Mrs. Gibson herself, tell me that enamelware is easier and quicker to cleanse than any other ware. It is possible to save a lot of time in cleaning up enamelware as compared with other wares. As a result of an investigation in his own home Mr. Gibson found that there was a saving of two minutes after every meal through the use of enamelware. That does not sound much, but it means a saving of three hours in a month.

The durability of enamelware is another selling point, though we don't stress it, preferring to stress economy. The first cost of enamelware is much lower than the first cost of aluminumware or copperware. The economical point in the saving of time in cleaning up means that the time saved at 50 cents an hour saves \$18 a year. For \$18 a year I will keep a family in enamelware forever.

The use of enamelware is also a fuel-saver. An enamelware kettle will boil water in five minutes; it takes copper and aluminumware eight minutes. The consequent saving in fuel, therefore, is worth

considering. If coal was to drop from \$8 to \$5 or gas to drop 37½ per cent. there would be much comment. Yet the saving made by the use of enamelware equals these differences.

A question sometimes asked is 'does enamelware chip? Yes it does chip, the same as your bath or a piece of chinaware. But if you find a piece of our enamelware that after six months of ordinary use has chipped send it back to us and we will replace it.

Mr. Hope (Perth) asked what is to be done in a case where a lot of enamelware was chipped before it was received, to which Mr. Gibson said the railway or cartage people are responsible.

Mr. Rankin said that could not very easily be done, as the freight and cartage were paid for when delivered, and it was only when opened up that the damage was found done.

Mr. Gibson said in that case he had a remedy, but he did not want to tell it there before so many of his competitors, but if Mr. Rankin or any other dealer finding such a condition would write to him he would rectify the mistake.

Mr. Parker asked if enamelware was peddled from door to door, to which Mr. Gibson said he had been in the business for 16 years, and he had not heard of that being done and his firm would refuse to sell to peddlers.

Alexander Levine (Toronto) asked if there was any truth in the charge that cancer was due to the use of enamelware, to which Mr. Gibson said he had investigated such a report and found it groundless. It had also been said that appendicitis was caused by the use of enamelware, but Mayo Brothers, the eminent specialists, said that in all their wide experience no enamelware chips had ever been found by them in a patient's appendix.

As a profit-making line, Nelson Mills said he had adopted Mr. Stockdale's plan for handling kitchen wares, and Mr. Gibson said that never before had his firm sold so much enamelware to Mr. Mills as last year. Mr. Illsey had also said that Ashdown's housefurnishings department was the most profit-making department in that firm's Winnipeg store.

The last question asked of Mr. Gibson had reference to repairs, to which the speaker said he knew of nothing better than "mendits."



W. S. GIBSON, Toronto
Sales Manager Sheet Metal Products Company

LINKING UP WITH "SAVE THE SURFACE."

(Continued from page 28)

By familiarizing himself with the sound statements which the campaign has developed from statistics secured from the entire country, he will be able to convince the home owner that a coat of paint will save him far more than its cost in preserving his property. By bearing in mind Frank Munsey's statement that the buying age is generally between 21 and 38, he will find himself talking to his contemporaries, young men as progressive as himself, glad to be told of any money saving scheme going, of anything that spells progress in capital letters.

Linking up with the Save the Surface Campaign is a national idea, a patriotic one—because it is helping to build a better Canada. We are all going to benefit by it if we all help it along towards its objective. What the ultimate objective is we cannot even visualize today; the field is too great as yet even to gauge its real limits. We are like mountain climbers facing the sun. We dare not look at it lest we lose our balance. We only know that ahead is a ledge we must gain, and all our thoughts are centred upon reaching it. We are all roped together, and the fall of one member of our party will seriously endanger all. So let every one of us keep striving for that high goal, which is, as we all know, the making of this year the greatest in the history of the paint and varnish industries.

"Charge your goods rent—the longer they stay in your store the more rent they should pay."—Frank Stockdale.



POPULAR LINES SHOWN AT HARDWARE CONVENTION

NATIONAL HARDWARE COMPANY'S LOCKS and LOCK SETS

A line of high quality Builders' Hardware, Mortice and Rim Locks, Dome Dampers, Soot Doors, Fire Baskets, and Furniture Casters made at Orillia.

CANADIAN EDGE TOOL COMPANY'S EDGE TOOLS

The Quality line of Carpenters' Chisels, Draw Knives, Slicks and Cold Chisels. Every tool guaranteed and replaced if defective.

RAE MACHINE & TOOL COMPANY'S PLANES and VISES

This well known firm of machinery manufacturers guarantee their Planes, Vises, Carpenters' and Wood Clamps to be equal to any on the market.

SMITH & HEMENWAYS "RED DEVIL" TOOLS

The nationally advertised line of Pliers, Wrenches, Glass Cutters, and Auger Bits.

MACHINERY & FOUNDRIES, LTD., BROCKVILLE, PUMPS

Samples of this popular line of Pumps and Hollow-ware were received too late to be shown at the Hardware Exhibition.

ASK YOUR JOBBER FOR THESE GOODS.

THOMAS WRIGHT, Manufacturers Representative
30 Front Street East TORONTO

Hardwaremen Should Sell Electric Goods

The Hardware Dealer a Logical Merchandiser—Technical Knowledge Not so Important as Formerly—If You Profit from an Industry You Owe Something Towards its Upbuilding.

Address by M. K. PIKE, Northern Electric Company, Montreal, before the Ontario Retail Hardware Convention.

THE one outstanding problem confronting Canadians to-day is that of developing our natural resources. Settlement of our unoccupied lands and tapping our mineral veins. A generation ago there was great need of increased railway mileage to assist in this work. To-day, however, we have excess railway mileage, and outstanding agency for the Country's development is to be found in our water powers. The great water powers of Canada must be developed, and the progress of Canada during the next generation will be accurately measured by the amount of electrical energy generated. Electrical energy is the sole commodity in this world which is created and measured only as it is put to useful work.

This is a very far reaching problem of which we are, to-day, interested in only one phase and that its most advanced stage, because obviously the distribution of electrical appliances becomes a problem only after the distribution of electrical energy has become a reality. Nevertheless, I have introduced this subject in this way to focus your attention on the fact that in being interested in the distribution of electrical appliances you are a link in a chain which is already an important factor in our Country's development.

Your field of operation is that of distributing merchandise to your customers, and as you are retailers, your customers is the consumer. We must, therefore, deal with our subject from that point of view—supplying the consumer with electrical appliances.

There is no more important function of the Electrical Industry than that of merchandising electrical appliances, important not only to the manufacturer, who must find a market for his product, but to the Central Station which must find a load for its lines, and there is no more difficult problem confronting the Industry to-day than that of satisfactory retail distribution. I believe that is due to the fact that the electrical industry draws toward it primarily the man who has a leaning toward engineering or technical work, and who, for that reason, is more interested in the technical and mechanical problem within the Industry than in the merchandising end. There are, of course, some exceptions to this, as we have among our best electrical merchandisers men who came into the field from either the engineering or contracting end, but the average merchant or merchandiser hearing of the intricate problems involved in Central Station and Transmission Line Construction is afraid to assume the responsibility attached to the ordinary sales of electrical merchandise. He knows nothing of Underwriters' approvals and wants to know nothing of them, there being so many other fields of endeavor in which the customer, or consumer, as well posted on what he needs to buy as the dealer himself in what he desires to sell.

There can be no question but that there are certain complications entering into the retail sale of electrical appliances. These are not, today, however, as serious from the technical standpoint as they were a few years ago. The product is becoming more and more standardized.

The merchandising of electrical appliances is becoming more a question of good merchandising, and less one of studying the electrical characteristics of the appliance to be sold.

True enough the articles offered by you for sale should be such as to meet with the circuit conditions under which they are to operate, but, generally speaking, if your electrical jobber's salesman is doing his job properly you are not going to be selling appliances with elements wound for 220 volts service in 110 volt service towns, or to sell double element heaters to operate on standard wiring circuits, any more than you will try to sell the hotel type bake oven to a private family, because it is one of functions of the electrical jobber, as we understand it to-day, to be ready at all times to advise his customers regarding the technical problems confronting him. For that purpose he employs high class specialists and engineers, whose services are at all time available to handle the problems of his customers as well as those arising within this own organization. If he fails to do this he fails to perform one of his very important duties

toward the industry. Nevertheless the man in charge of your electrical department must determine for your own safety what can and what cannot operate satisfactorily when connected to the electric lines of your own central station. Right here I see the one big difficulty of the job you are undertaking, and would caution you against believing that a good man to buy and sell nails and hammers must be equally good at buying and selling electrical appliances. Many of the salesmen in retail hardware stores have had years of service, and are experts in merchandising hardware lines.

Electrical appliances, as a rule, need to be sold, and to sell intelligently it is necessary to know your line, that you may establish the confidence of your customer. Future sales to the same customer will depend very largely upon two factors, does the article purchased in the first place operate as you have represented it, and was the price charged consistent with quality of article sold and service rendered. If the article sold is not of high quality, it is not cheap at any price, as the demands made upon an electrical appliance in the

home, or office, are very severe and only high quality articles will satisfactorily measure up to this service requirement. What service do you render? Are you through with an article as soon as it is sold? Not if your store is jealous of its reputation for standing back of the goods it handles, as electrical appliances are sure to require repairs. Elements will burn out, cords will need repair and attachment plugs will break, and you must intelligently service such articles. Think of the advantage of having customers come to you for information and advice when interested in new appliances.

Do not allow the anxiety which is necessarily ever present, of making a dollar profit, prejudice you in favor of the cheapest article on the market, or to influence you in the service you give your customers. If you are going to do an honest job, you must know that you are selling good articles and you must be prepared to stand back of them. The same is true in respect to any of the lines of hardware you are so successfully merchandising.

It is a poor merchant to-day who knowingly sells a customer goods which he cannot use to advantage. This is just as true of a wholesaler as it is of a retailer. It is an equally poor merchandiser who deliberately sells the poorest, and often times in the sale of electrical appliances this is a dangerous procedure because possibly the very reason an article is cheap is because it has become obsolete, or has failed to meet factory tests required by Boards of Examiners.

It behooves the retailer of electrical appliances, therefore, to play doubly safe by not only knowing his market but knowing his sources of supplies, otherwise he is sure to come to grief in his appliance department. Do not fail, therefore, to insist upon the same sound merchandising principles in your appliance department as you carry out in your other well organized departments. This means that the appliance department must not be treated as a side line in which no interest is manifest and for which no responsibility is assumed.

There is no question but that in the sale of electrical appliances the Retail Hardware Merchant can perform an economic function, but he can only do this provided he understands the obligation he is undertaking, and gives it the attention it deserves.

There are certainly many towns and cities in this Province, which is so rapidly becoming a network of electrical lines, in which the retail hardware merchant is the logical outlet for electrical appliances just as the general store in some towns is the logical outlet for hardware. But this does not mean that the merchandising of this line can be successfully carried without an adequate study of the problem, and the appliance department should not be made the department to use as the advertising department of the store, by that I mean it should be self supporting, and not recognized as a department in which you can afford to lose money because it has a certain hold on the buying public and bargains in it will draw people into the store.



M. K. PIKE, Montreal
Sales Manager, Northern Electric
Company



International Dayton Exhibit at Ontario Convention, Toronto, Feb. 13-14-15-16

Did YOU See It Demonstrated?

Hardware merchants who visited our exhibit at the recent convention in Toronto had an opportunity of learning how the Dayton Hardware Scale can protect profits and speed up business.

DAYTON Hardware Scale

gives the hardware merchant the up-to-date weighing service now universally adopted by other retail merchants.

It is built exclusively for the hardware trade. It has a scoop for small goods and a rack for bulky goods, and weight and price are registered automatically and instantly on the chart. No thumbing of weights; no pencil calculations to keep customers waiting. No little hasty overweights that cut into profits. A modern, efficient scale, in line with the other modern equipment in your store.

You can see the Dayton Hardware Scale demonstrated at any of our branch offices, or we will send full descriptive literature on request. Sold on attractive monthly payments. Discount for cash.

INTERNATIONAL BUSINESS MACHINES CO., LIMITED

Frank E. Mutton, Vice President and General Manager — Head Office and Factory: 300 Campbell Ave., Toronto

Service and Sales Offices in Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, Walkerville, London, Hamilton, Toronto, Ottawa, Montreal, Quebec, Halifax, St. John's, Nfld.

THE DAYTON IS MADE IN CANADA

The demand for Radio equipment must be met by sales through dealers, and here also I see a field in which the hardware store can properly function. Your store probably more than any other stores in your towns (excepting of course the candy and ice cream stores) appeal to the small boy interested in knives, tools, mechanical toys, etc. He is interested in Radio and, as a rule, he is the first one in the home to be interested in it. Why should you not capitalize on the attraction your store already has for him. But again I must emphasize the absolute necessity of watching carefully over the quality of the product you handle. Here are vast quantities of inferior and even worthless radio equipment on dealers' shelves all over Canada and the United States.

The problem confronting the electrical contractor-dealer today is a serious one. He is not a merchandiser primarily, and many of them cannot be made good merchandisers. He has a function to perform and service to render, but it is not necessarily that of trying to do what is to him the impossible task of merchandising electrical appliances. As a rule he is more interested in labor and material jobs than in irons and toasters.

It is generally recognized within the electrical industry to-day that everything possible must be done to assist the so-called Contractor-Dealer as he does not seem to be a business man, probably as already pointed out because he is more interested in technical problems than in those commercial. Associations of various kinds have been organized to help him, with the hope of interesting him in the commercial phase of his business; and progress is being made.

It is the duty of every individual or concern that is asking money out of any industry to put back into that industry a certain portion of the profits in the form of either time or money, in order that the Trade Associations which are recognized as necessary may be supported and function as associations. Many studies should be made, movements fath-ered and group work done, and I would appeal to you as Hardware Dealers, having confidence as you have in your own Association, your own Trade Papers, etc., to realize your responsibility as individuals toward the electrical industry. If, as individuals, you endeavor to take a profit from that industry, do not be parasites of the industry but be ready to assist all local association work, and if occasion prevents itself, to step out and assist Provincial Association work. Subscribe to its Trade Papers. The welfare of the industry demands and justifies this.

We also have in our industry, the same as you have in your own, natural economic channels of trade between the manufacturer and the consumer, i.e. from the manufacturer to the jobber, jobber to dealer and dealer to consumer. Recognize these as vital to the industry and do not fail to consider these recognized channels with the same co-operative spirit in which you deal with the branches of your own industry. If you are prepared to do this, the electrical industry, I believe, is ready to welcome you as retail outlets in the distribution of appliances, but if you fail to do this you can hardly expect to be considered as other than parasites to the industry, and I welcome this opportunity of appealing to you individually as expert merchandisers to give the electrical industry your support, if as merchandisers you endeavor to gather a profit from it.

If there has been any prejudice in the past, and I am frank to admit there has been, toward the Hardware Dealer handling electrical appliances, it has had back of it several very good reasons:—

1st. There is a natural feeling within any industry that outsiders, if I may use the term, do not generally benefit the industry but, almost, invariably attempt to break into that line at the back door, frequently handling only the easy sellers and doing anything but a constructive job. Is it not possible in some cities, or in sections of large cities, that the electric shop has the same feeling in respect to the hardware merchant who wishes to handle electrical appliances that you have is indicated by questions 8 and 10 in your question box discussion.

Is it not apparent from these two questions, and there were one or two others along similar lines, that merchandisers in one line of industry look with natural suspicion upon those in another line breaking in on their field. Is it because you or we are afraid of fair open competition? No, it certainly is not, but it is because side lines are not usually handled on the same sound business principles which make for success in the particular line of endeavor which makes stores successful in their own line.

2nd. Our own branches of the industry were struggling with the problem of strengthening the position of our contractor-dealer class, and did not welcome outside interference, which has been too often interested only in bargain sales of inferior electrical merchandise.

3rd. Many of the items required by consumers necessitate changes to wiring, additional outlets, often additional wiring. The consumer cannot do this, the hardware man cannot, and the contractor who should be entitled to a profit on the material as well as his labor.

4th. The Hardware Trade has terms which are well understood and accepted, which differ very materially from those of the electrical

trade, and hardware jobbers handling electrical supplies are not easily converted to them, and it is often very difficult for them to handle their accounts on our terms.

These prejudices, I believe, are gradually disappearing but I would again emphasize the necessity of your becoming a supporter of our associations and recognizing our regular channels of trade. Do not make a parasite of the electrical appliance department in your store if you wish to have electrical jobbers and electrical contractors meet you half way. Above all things make your appliance department stand or fall by itself. Do not try to get into the contracting end of the business unless, of course, you organize especially for it, and make a study of your costs, including overhead, of that end of the business, and make a profit on the work as well as on material supplied.

I think a hardware merchant having determined to handle electrical appliances and supplies should very carefully establish a definite policy toward that department, and I suggest the following points for your consideration:—

1st. The articles handled should be of merit and not articles bought and sold on price.

2nd. Supplies which cannot be used by your customer without work being done to his wiring should not be handled by the hardware store, by such articles I mean wire, porcelain, tubes, knobs, switches, etc.

3rd. Electric light fixtures are a specialty and cannot profitably be handled by anyone not doing wiring, or not making a specialty of the line. This, of course does not apply to lamps or bulbs.

4th. Purchase your goods through the regular channels of trade, at accepted trade terms, and market them at prices which assure you a profit, and with a merchandise investment which is not too large to enable you to make sufficient turnover each year.

5th. Co-operate with electrical dealers, become members of their Associations. Support the electrical industry in every way, consistent with the amount of profit you take from the industry.

6th. Remember that a hardware dealer is already handling thousands of items. Satisfy yourself that you are doing an efficient job on these before adding electrical appliances as a new line. Do not add electrical appliances in the belief that they will assist you to cover up a poor job as a hardware dealer.

7th. Know your line, that you may give intelligent sales service to the purchaser and that your store will not become the burying ground for the products of unscrupulous manufacturers or jobbers. Handle Canadian Made goods and buy them from electrical jobbers. Dealing, of course with the jobber from whom, all things being considered, you receive the best service. Do not expect the jobber to be always offering you bargains, he cannot successfully do so, any more than you can sell all of your merchandise at bargain prices. He should, however, always be able to give you intelligent service and assistance in the technical problems which will arise in this department of your business.

If you have established a very definite policy in handling appliances, and have determined to give that department the same careful merchandising attention which you give to your hardware lines, co-operate with the electrical trade in your city and support their local activities, I see no reason why you are not entitled to a share in the profits of the business, but should be welcomed by the electrical industry as one of their number.

You have one very big advantage over the average contractor-dealer, which you should be able to capitalize on, namely, you are more or less constantly in touch with the buying end of the families you serve, as they are frequently coming into your store to purchase many articles of household necessities, while they go into an electric shop only when after something electrical.

In closing I would like to add—Investigate the demand and do not overlap the contractor-dealer where the demand for appliances in any one vicinity does not warrant two dealers, in other words—analyze your territory—which reminds me of a story of a certain Scotsman who, when given a list of names of parishioners by his elder in order that he might solicit subscriptions for the building of a new church, was a few days later found reeling all over the street by his minister, who expressed great surprise at Sandy's condition. Sandy explained that while going to houses for subscriptions everyone asked him to take a drink. But said the minister "Surely, Sandy, not all the people on your list give you a drink", "Oh, No", replied Sandy, "Not all, I wrote letters to those who wouldn't."

"Fix your stock at what you think you can sell—then go out after more sales."—Frank Stockdale.



Johnson's Artistic Wood Finishes

The Johnson Booth—O.R.H.A. Convention Toronto Feb. 13-14-15-16

Profit, satisfied customers, steady continuous, repeating business.

This is the aim of every man in business today. Rapid-fire, quick-selling and satisfying lines are invariably the most profitable.

Johnson's Artistic Wood Finishes, including Johnson's Prepared Wax (liquid and paste), Wood Dye (paste wood filler), Varnishes, Enamels,

Undercoats, etc., are all backed by extensive consumer advertising and dealer sales helps.

Counter cards, window trims, booklets, folders, etc., are all at the demand of our customers.

We believe in helping you to sell our products, it pays you and it pays us. Johnson's advertising is National, Local and Continuous.

S.C. Johnson & Son, Limited — Winnipeg, BRANTFORD, Montreal

HARDWARE EXHIBITION

One Hundred and Fifty Booths in Toronto Armouries Used to Show Products Sold in Hardware Stores—Largest Exhibition yet Held in Canada.

MADE-IN-CANADA Hardware filled Toronto Armouries to overflowing during the Retail Hardware Convention, only a few of the 164 booths being unfilled when the Exhibition opened on Tuesday, Feb. 13. The display was the largest and most elaborate showing of hardware products ever held in Canada and some large orders for goods were placed by visiting retailers.

Canadian manufacturers have every reason to be proud of their showing and retailers who visit the Hardware Convention each year appreciate the opportunity of seeing the goods shown and the support given the association. Exhibitions of this nature should be an important factor in cementing the friendships between Canadian manufacturers and hardware retailers and thus keeping Canadian dollars employed in keeping Canadian factories and workmen busy.

ALUMINUM AND KITCHENWARE

Aluminum Ware Mfg. Co., Ltd., Oakville, exhibited their complete line of "Oakville" aluminum ware. Featured prominently was the special round design of handle that rests so comfortably in the hand. No matter how full the dish, it can be carried with ease, there being no sharp edges to press against the hand.

Northern Aluminum Co., Ltd., Toronto, had a display of their regular line of "Wear-Ever" aluminum ware in the form of a window trim which can be used by retailers. The processes and steps taken in manufacturing aluminum ware, from the crude ore to the finished product, were shown.

"Ideal" Aluminum Products, Ltd., Toronto, had an attractive display of their complete line of "Ideal" aluminum kitchen utensils, which are guaranteed by the manufacturers. A new design of aluminum kettle was shown which has a tube three inches in diameter in the centre. The flame and heat from stove goes up through the tube in the centre of the kettle and the water boils in a much shorter time than in ordinary kettles. A spider can be fitted over the kettle on which eggs can be fried, etc. The spider can be replaced with an ordinary lid when not in use.

Andrew Wire Works of Canada, Ltd., Watford, had a fine display of kitchen articles made of wire.

Thos. Davidson Mfg. Co., Ltd., Montreal, featured prominently a new finish of their "Colonial" Enamel Ware, which is known as "Silver Gray Clear Lining," as well as several models of the "Frost River" refrigerator. The "Marathon," "Premier" and White Enamel ware were also shown.

Aluminum Specialty Co. of Canada, Toronto, exhibited their regular line of "Viko" aluminum ware kitchen utensils such as the "Colonial" design percolator, the "Maguire" Egg Poacher, etc. "Viko" aluminum ware is said to be made of 99 per cent. pure aluminum.

"Duro" Aluminum, Ltd., Hamilton, had an attractive display of their complete line of "Duro" aluminum ware cooking utensils.

Hamilton Aluminum Ware Mfg. Co., Hamilton, displayed a large assortment of "Chef's Own" pure aluminum cooking utensils.

Sheet Metal Products, Ltd., Toronto, occupied a very large booth in which they exhibited their regular line of sheet metal goods such as pails, etc. The seven steps taken in the manufacture of S.M.P. Diamond Enamel Ware were also shown. A new product being introduced is the S.M.P. Enamel Washing Board which is very strong, it being possible to walk on this washboard without damaging it. A complete line of Aluminum Ware, equipped with cold handles, humidifiers, etc., were also shown.

SILVERWARE AND CUTLERY

Oneida Community, Ltd., Niagara Falls, introduced the "Bird of Paradise" design of Community Plate. A buffet service tray fitted to hold 26 staple pieces of silverware was

also shown, as well as their regular line of Community Plate.

Meriden Britannia Co., Ltd., Hamilton, had a beautiful exhibit showing Meriden Britannia Co. holloware, 1847 flatware and Wm. Rogers & Son flatware, of Niagara Falls, Ont. The display included the "New Ambassador, 1847" pattern and the "Mayfair," both of these lines belonging to the Wm. Rogers & Sons moderate price lines.

Canadian Wm. A. Rogers, Limited, Toronto, had a very attractive display of the regular line of well known "1881" Rogers Silverware.

Standard Silver Co., Ltd., Toronto, showed their new line of Manning-Bowman electrical appliances as well as Holmes and Edwards silverware. Their Canadian factory is to be equipped with a department to repair toasters, percolators and other electrical appliances.

SPORTING GOODS AND ACCESSORIES

Canada Cycle & Motor, Ltd., Weston, concentrated their display on automobile skates and bicycles, the various models made by this company being represented in the bicycle line.

Gray Ball Bearing Co., Ltd., Toronto, making automotive wrenches and accessories, showed samples of their goods, attractively set out on display boards. Among these were their socket wrenches, specially adapted for automobile work, made by a new process in a new design. Double-end straight wrench sets; demountable rim wrenches; brace and double offset socket wrenches were also shown.

W. C. Warburton, Ford Dealer, Bloor St. West, Toronto, made an extensive display of Ford cars and trucks, the special feature of the exhibit, however, being an endeavor to establish a connection with hardware dealers for the sale of Ford parts which this exhibitor is marketing through hardware dealers throughout Ontario.

Canadian National Carbon Co., Ltd., displayed many types of "Eveready" flash lights, "Columbia" dry batteries, "Columbia" steel case hotshot, "Eveready" radio "B" batteries and storage batteries.

A. J. Reach Company of Canada, Ltd., Brantford, showed their complete line of sporting goods, including foot balls, shoulder protectors, hockey sticks, golf balls and sticks, striking bags, baseballs, gloves, etc. The "Reach" Official American League baseball is made with a cork centre and is patented.

Dominion Cartridge Co., Ltd., Montreal, exhibited their new Dominion 30-30 cartridges, which are loaded with a progressive burning powder that gives a flatter trajectory, greater penetration, and by far the greatest shocking power known in a 30-30. Their regular line of ammunition was also shown, together with "Marlin" rifles.

Alcock, Lait & Westwood Co., Ltd., Toronto, featured their line of fishing tackle, fishing rods, etc. A new type of bait was also being shown.

Thermos Bottle Co., Ltd., Toronto, exhibited their general line of Thermos Bottles, Workmen's Lunch Kits, etc. An assortment of 12 Thermos bottles in three sizes, together with two fillers which are supplied free, is being offered.

Chatham Malleable & Steel Mfg. Co., Ltd., Chatham, showed "Chatco" automobile jacks, shock absorbers and other auto accessories. The "Chatco" shock absorbers for Ford cars are made from best Chrome Vanadium Spring Steel and are said to be mechanically and scientifically correct in design. These shock absorbers check the rebound, eliminate the side sway and absorb the jolt.

British American Oil Co., Ltd., Toronto, showed their "Motorine" oil, which is provided in three grades. "Autolene" heavy oil which is put up in one gallon, five gallon and barrel quantities was also displayed. This oil is also in drums of 5, 10, 15, 30 and 45 gallons capacity.

Chas. A. Branston, Ltd., Toronto, displayed prominently the Branston Violet Ray Machine, a new model of which has all knobs carefully insulated and no metal parts exposed. On the new model a plug is used instead of exposed metal binding posts to connect the Sinusoidal. The Branston Company also had a radio receiving set, equipped with three

A BRIGHT SPOT AT THE HARDWARE CONVENTION



Display of Coleman Quick-Lite Lamps and Lanterns at Hardware Exhibition

The Coleman Lamp Co. Ltd., Toronto, with their display of lamps and lanterns in various styles, had one of the most attractive displays at the Ontario Retail Hardware Exhibition.

Coleman Quick-Lite lamps are well known to the hardware trade as an easy line to display and a profitable line to carry in stock.

The methods used by the Coleman demonstrators at fairs and exhibitions are always interesting to merchants who appreciate the methods of exhibiting goods in action or demonstrating them in actual use.

At the Hardware Exhibition Coleman Quick-Lite lamps and lanterns were shown in actual use as table lamps, hanging lamps, or wall lamps, as well as hand lanterns, but the novel feature which caught the eye was a revolving stand on which five Quick-Lite lamps in various styles were mounted, the lighted lamps being kept in motion, their lighting qualities and safety features being shown by the various positions which the lamps assumed in their rounds of the lighted circle. The point the manufacturers emphasize is that Coleman Quick-Lite lamps and lanterns are equally safe and efficient whether upside down, laying on their side or held in their ordinary upright positions.

A new method of demonstrating the utility of the Coleman Quick-Lite lantern was the placing of a lantern in a tin of water over which a stream of water was constantly sprayed, representing the action of a severe rain storm, the lantern being undisturbed and continued to shine forth its brilliancy in spite of the down pour of water around and on it.

Another feature of the display was the showing of the various parts used in the construction of Coleman Quick-Lite lamps and lanterns, together with the mantles with which they are equipped. Coleman Quick-Lite lamps make gas from motor gasoline without soot or smoke, there are no wicks to trim nor chimneys to clean. These lanterns are wind proof as well as rain proof. Sixty hours of light are given off one gallon of gasoline used in a Quick-Lite lantern, this indicating the economy of their use.

For lighting stores, halls, churches or private homes, or for use

when camping, motoring, hunting or boating. Quick-Lite lamps and lanterns have won an enviable reputation and there are now very few hardware stores where Coleman lamps and lanterns are not sold.

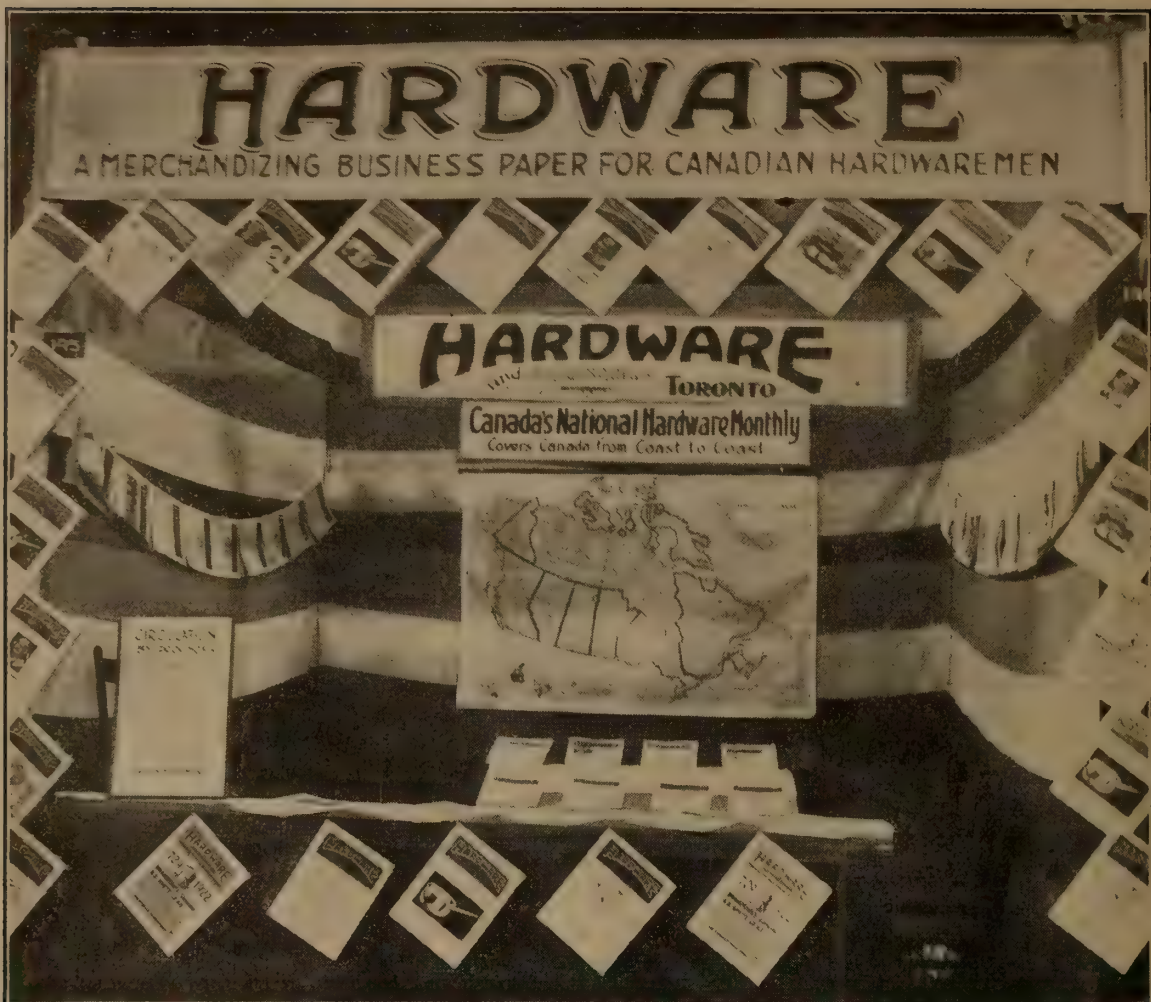
In addition to the Quick-Lite lamps and lanterns, the Coleman company also had on display the Coleman Cooker, a gasoline stove made in several types. Coleman cookers manufacture their own gas, being equipped with a one gallon fuel tank and having perfect flame regulation, three cents worth of fuel being sufficient to cook an ordinary meal. Coleman cookers are particularly convenient for use in summer cottages or in camps.

A self heating flat iron manufactured by the Coleman Company was also exhibited, it using gasoline as a fuel and being ready for use in two minutes time.

A new product just being introduced by the Coleman Lamp Co., is the Coleman Camp Stove, the only camp stove which carries its own fuel already connected up to the burner. It can be set in operation within one minute after the camp stove has been lifted from the motor car or wherever it has been packed or stored. It folds down to the size of a small suit case, the sheet metal oven and sides being collapsible and folding inward protects the burners and gasoline tank, the tank fitting inside the framework of the stove when not in use and, being fitted with a swivel joint, is swung outside when it is desired to light up the camp stove. One turn swings the tank outside, another movement supplies the pressure to the built in air pump. Another sets the stove up on its legs and a few additional movements lights the stove and surrounds it with a built in wind baffle or covers it with a built in oven in which a meal can be cooked in short order regardless of wind or weather.

The Coleman camp stove was first shown in British Columbia in February and orders for several hundred were immediately placed by hardware jobbers in the Pacific Coast province who recognized its merits at first sight. It will be introduced to the hardware trade in Eastern Canada this Spring and should become as popular with dealers and their customers as Coleman Quick-Lite lamps and lanterns have become since their introduction in Canada two years ago.

The Coleman Lamp Company, Limited
Queen Street East and Davies Avenue, TORONTO



Where the Advertising and Subscription staff of "Hardware and Accessories" made their headquarters at the Hardware Exhibition.

stages of amplification and a radio "loop" aerial, on which the local concert was received.

Geo. P. Reuhl, 275 King St. East., Toronto, exhibited the products of several manufacturers for whom he is Canadian distributor. The Higgin All-Metal Visor was featured prominently. This visor is made from 22 gauge cold rolled sheet steel, finished in hard baked enamel, black on the upper side and green underneath. The visor is curled over to carry the water to the outer edge and throw it clear of the windshield. Other lines displayed included "Hinsdale" tools, Prairie du Chien Tool Grinders and the Master Electrical Primer for automobiles.

Hopkins Auto Top Co., Toronto, particularly featured "Preservo" Auto Top dressing which is manufactured by the Robeson Preservo Co., Sarnia, Ont. This dressing is supplied in pint, quart, gallon and five gallons quantities.

WOODENWARE AND TOYS

Gendron Mfg. Co., Ltd., Toronto, exhibited a line of bath-room fixtures of various kinds. "Disco" wagons, which are equipped with disk wheels and ball bearings, and a doll carriage which has a reversible gear.

J. C. Newton Mfg. Co., Hamilton, displayed several sizes of coaster wagons and several designs of scooters. The coaster wagons are provided with disk wheels.

Hespeler Wood Specialty Co., Ltd., Hespeler, showed the "Premax" Coaster, which is equipped with disk wheels. Hockey sticks and sleighs were also shown.

McFarlane Mfg. Co., Ltd., exhibited their staple line of wood products including ladders, ironing boards, household and painters woodenware. New designs of canopy and ironing stands were also shown.

Walter Bentley Co., Ltd., Niagara Falls, had an attractive display of sporting equipment such as tennis rackets, baseball bats, cricket bats, golf shafts, etc. They also exhibited

the "Trans Canada" Coaster Wagon, which has disk wheels and self contained roller bearings.

Canadian Buffalo Sled Co., Ltd., Preston, featured their regular line of Auto Wheel Coasters and "Kido-Bike," a new children's coaster, which is made in three sizes of 6, 8 and 10 inch rubber tired disk or spoke wheels with rubber tires. Sleighs and wood coasters were also exhibited.

Stratford Mfg. Co., Ltd., Stratford, prominently displayed the "Shoo-Fly" rocker for children, as well as their general line of ladders, flower boxes, ironing boards, trays, garden seats and other woodenware. A comparatively new line being introduced by the Stratford company is a boy's tool chest containing a very complete set of quality wood working tools, including a saw, hammer, hatchet, brace and bits, vise, level, try square, plane, etc. The tools in this set are not toys, but are real tools that will give real service. The tool boxes are being sold with or without the set of tools.

BUILDERS' HARDWARE AND ROOFING

Thomas Wright, 30 Front St. East, Toronto, showed the products of the following manufacturers whom he represents. The Canadian Edge Tool Co., Ltd., makers of edge tools; Smith & Hemenway, makers of "Red Devil" tools; the National Mfg. Co. of Orillia, makers of builders hardware; and the Rae Machine Tool Co. of Hamilton.

Toronto Asphalt Roofing Co., Ltd., Mount Dennis, had an attractive display of fire resisting roofing.

N. Slater Co., Ltd., Hamilton, had a fine display showing their regular line of barn door equipment.

E. C. Atkins Co., Ltd., Hamilton, showed their general line of saws of various types, including crosscut, hand, butchers, as well as a complete line of saw repairing tools.

Bird & Son, Ltd., Hamilton, featured Bird's "Neponset" shingles, combination wall board and built up roof paints and cement.

Henry Disston & Sons, Ltd., Toronto, had a large booth

BOECKH'S BRUSH NEWS



Are You Ready for Spring Trade?

Winter is still with us, but not for long. One of these days we'll wake up to hear the crows and a robin or a song sparrow. Spring will soon be here.

Spring means noisy cash registers and fatter bank balances to the hardware men who are all ready for it.

The passing years have taught us that spring business comes with a rush. Are you all ready for it? Can you fill every order you get for spring lines?

Have you a good stock of Boeckh's Brushes? Paint, varnish, household? Look over your stock. Fill up all possible gaps. Check over the best sellers. Have you enough.

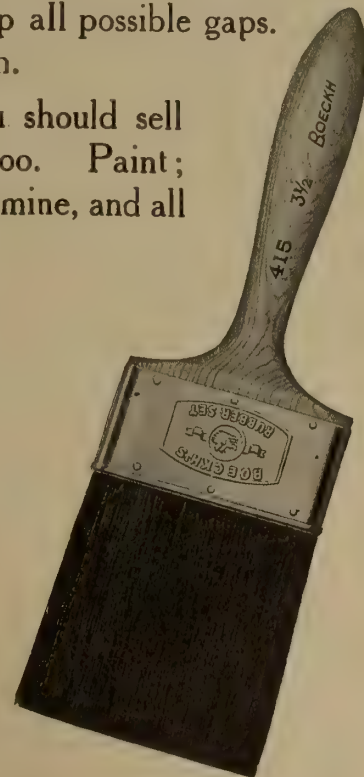
Every time you sell a Boeckh Brush you should sell some "related" line. Check these over too. Paint; Enamel; Varnish; Stain; White Lead; Kalsomine, and all the rest.

It pays to be prepared. Place your orders without delay.

The Boeckh Company, Ltd.

Toronto -:- Ontario

*Makers of Everything in Good
Brushes since 1856*



displaying "Disston" saws of various kinds, including hand, butchers, crosscut, and saw repair tools. "Disston" saws for the Canadian trade are now manufactured at the Disston plant in Toronto and particular interest was shown by dealers in the many lines of high grade hand saws bearing the "Made in Canada" stamp.

Geo. B. Jenkinson, Toronto, representing Katie Foundry Co., Ltd., Galt, Ont., builders heavy castings, B. & S. H. Thompson, Ltd., Birmingham, England, makers of "Mallet" brand hardware, the Newell Mfg. Co., Ltd., Prescott, manufacturers of bathroom fixtures and H. & T. Vaughan, Ltd., makers of the "Vaun" night latch, displayed all the above products at his booth. A new line being introduced by Mr. Jenkinson is the "Vaun" cylinder night latch for doors, $\frac{7}{8}$ to 2 $\frac{1}{2}$ inches thick. This lock is easily fitted, japanned finish and three nickel silver keys are supplied with each lock.

Richardson-Wilcox Canadian Co., Ltd., London, concentrated their display on "Slidetite" door fixtures. "Slidetite" fixtures combine the advantages of swing and sliding doors. They fit like a swing door—but unlike swing doors they do not bind, stick or warp. Instead of pushing out against the wind, snow and ice, they fold inside and lie back against the wall out of the way. "Multifold" window hardware for sun parlors and sleeping porches was also shown.

Barrett Company, Ltd., Montreal, had a large display of their roofing, shingle stains and roofing repair materials. A new shingle being introduced which was also shown is the "Three in One" shingle. This new shingle is of very heavy material, and can be laid over a roof covered with wooden shingles without removing the latter. The "Three in One" shingle is supplied in three colors, red, green and blue-black.

Toronto Lock Mfg. Co., Toronto, showed the A.A.A. Door Holder which is for use on garage doors. The operation of the holder is entirely automatic. The doors of the garage are opened wide and the A.A.A. Door Holder holds them open. To close the doors it is only necessary to open the doors a little wider—an inch or two. This releases the gravity latch and the doors close quickly. A variety of builders hardware and electric log grates were also displayed.

H. S. Howland, Sons & Co., Ltd., Toronto, wholesale hardware merchants, featured a very large number of hardware products made by various manufacturers. The "Samson" line of garden tools, pails, wash tubs and boilers, nail hammers, axes and Samson "Super quality Roofing" were also prominently displayed. An incubator known as the "Queen" was exhibited.

Brantford Roofing Co., Ltd., Brantford, showed their line of roofing, which is made in green, red and various other colors.

ELECTRICAL GOODS AND SPECIALTIES

Maxwells, Limited, St. Mary's, had a large booth in which they demonstrated the Mono-Vac Electric or Engine Drive Washer. In operation, the one large aluminum cup acts on all the clothes at once by pressure on the downward stroke, forcing the water and suds through the soiled clothes. Maxwell lawn mowers, food choppers and wringers were also shown.

Happy Home Mfg. Co., Toronto, displayed their "Happy Home" gearless water power washer, which has a copper lined double metal tub. The water motor is made entirely of high grade bronze, with the exception of six bolts, which are coppered and lacquered steel. The design of shaft and attachments eliminates any chance of rust getting on the clothes being washed.

Dalyte Electric Limited, Guelph, displayed many types of Dalyte tungsten nitrogen electric lamps, as well as Kraft cord "Braiduct." "Braiduct" is approved by the National Board of Fire Underwriters, and every coil carries an inspection label. It is flexible, easy to cut, is fireproof and waterproof and will not harden and become sticky through climatic changes.

Easy Washing Machine Co., Ltd., Toronto, demonstrated three models of the Easy Vacuum Electric Washer. The Easy washing machine operates on the well-known air pressure and suction principle. The tub is large and self draining. The machine is of simple and compact construction. It is entirely free from vibration. The mechanism is completely enclosed under a rigid frame and oiling is automatic.

National Electric Heating Co., Ltd., Toronto, exhibited a line of electric heating apparatus, toasters, percolators, air warmers and electric grates. An electric range was also shown, the new feature of which is the design of heating element. This element is as easily changed as a lamp bulb,

thus enabling the element to be easily removed to clean out the bowl.

A. C. Gilbert Menzies Co., Ltd., Toronto, showed the "Polar Cub" Electric Heater, the heating coil of which screws into place like an ordinary electric lamp bulb, this enabling the heater to be easily equipped with a new heating coil if ever necessary. Radio apparatus and other products of this company were also shown.

A. R. Lundy, Toronto, showed the "Liberty" Electric Power Washing machine. The "Liberty" washer is also made in a belt driven model. Other lines shown included electrically welded Fencing and English Fox Pen Netting.

Canadian Laco Lamps, Ltd., Montreal, exhibited their regular line of electric light bulbs, which are being made without a tip of glass on the bottom of the bulb.

Continental Electric Company, Ltd., Toronto, demonstrated the Royal Electric Cleaner. This vacuum cleaner cleans by air alone, there being no rotating brush. A high speed motor and fan are the only moving parts. The Royal Electric Cleaner has been endorsed by the Good Housekeeping Institute, and other experts in household economics.

Hoover Suction Sweeper Co. of Canada, Ltd., Hamilton, showed and demonstrated three models of the Hoover Vacuum Sweeper, these being the "Baby Hoover," model 103, the "Special," model 105 and the "Heavy-Duty," model 961. The "Heavy-Duty" Hoover is a new model for use by clubs, hotels, offices and larger homes. It requires no oiling, as the motor and beating-sweeping brush are equipped with ball bearings. It is the first cleaner of such size and power to operate on either direct or alternating current without change.

Canadian General Electric Co., Ltd., Toronto, had a large display in the form of a store front with two show windows, in which were shown the regular line of C.G.E. "Mazda" electric bulbs, motion picture projector lamps, stereopticon lamps and "Candle flame" lamps.

Dowswell Lees & Co., Ltd., Hamilton, demonstrated the "Seafoam" Electric Washing Machine, the "Maytime" hand power washer and the "Ideal" water power washer. Wringers were also exhibited. A new washing machine being introduced is the "New Century" Electric, which has all gears and pulleys protected. It is equipped with a wringer, which will swing in various positions and is reversible. The "New Century" model is also made for gas engine drive.

D. Moore Co., Ltd., Hamilton, featured in their booth their electric range and combination coal, wood and gas range. The "Sun" fire grate was also prominently displayed.

STOVES AND FURNACES

Perfection Stove Co., Ltd., Sarnia, exhibited the Perfection oil cook stoves and heaters. A New Perfection Oil Cook Stove was exhibited, which is provided with "Superfex" burners. Superfex burners give a clean, odorless heat, and are absolutely reliable. They are economical and easy to light, clean and rewick.

Hall-Zryd Foundry Co., Ltd., Hespeler, exhibited the "Pilot Superior" Pipeless furnace, which works on the principle that cold air, being heavier than warm air, falls, and the falling of this cold air displaces the warm air and drives it through the house. Only one large register is used as an outlet for the warm air and as an intake for cold air. The Pilot Superior Pipeless furnace has a correctly proportioned Combustion Chamber, large water pan and a triangular grate.

Galt Stove and Furnace Co., Galt, makers of Banner combination coal, wood and gas ranges, besides showing these lines, featured their Banner compact cook stove—a Quebec heater with cook stove attached. Tortoise heaters and Majestic coal chutes were also exhibited.

Harriston Stove Co., Ltd., Harriston, made a display of their various lines of cook stoves.

McClary Mfg. Co., Ltd., London, had a large display occupying a double booth, in which was shown a McClary Electric Range. This electric range has a seamless oven and all the heating elements are protected. The McClary "Sunshine" furnace and several styles of combination ranges were also shown, as well as a five burner automatic Florence coal oil range with oven, the burners being of the wickless type. A large assortment of McClary's enamel ware completed the display.

Burrow, Stewart & Milne Co., Ltd., Hamilton, displayed prominently the combination coal, wood and gas range known as the "Triplex Jewel." The main top of the "Triplex Jewel" has four pot hole covers for coal and five gas burners. The firebox is large, being equipped with an easy revolving duplex grate which will burn either hard or soft coal or

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THE
MOST
BEAUTIFUL
FINISH



"EVERY
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SPREADS
MURESCO
REPUTATION"

—Because it is BEST

BEST to Use, BEST to Sell. The popularity of Muresco is the result of sheer merit. Its soft agreeable finish, beautiful tints that harmonize so readily with artistic interiors, and the ease of application, have built an unequalled popularity.

Merchants all over the Dominion are showing wonderful increases in the sale of this wall finish, for nothing so economically beautifies the home as will Muresco.

You will find the agency for Muresco an interesting and profitable one; and your customers will be glad to obtain Muresco from you. **Ask us—NOW.**

We manufacture a complete line of Paints
and Varnishes for every requirement.

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LIMITED

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Paints, Varnishes and Muresco

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MONTREAL
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NEW YORK
CHICAGO
CLEVELAND
ST. LOUIS
CARTERET

FORTY YEARS SUCCESSFUL PAINT MANUFACTURE

wood. The big feature about this new combination range is that the oven can be used with coal, wood or gas by simply moving a lever at one end of the stove. Another combination gas and coal range called the "Triad" was also shown. This range having separate coal and gas ovens. It is equipped with the Coldwell gas saver which is said to be very efficient. A line of Imperial Standard scales was also exhibited.

Happy Thought Foundry Co., Ltd., Brantford, had a large booth in which were displayed a variety of stoves, heaters, etc. A new Quebec Parlor Cooker shown has a larger oven than has been incorporated in previous models.

Burrowes Mfg. Co., Toronto, showed their line of "Double Life" Fly Screens, "Banner" Rocker Ash Sifters, etc. The "Whirlpool" Hand Power Clothes Washer was shown and demonstrated. This washer is of simple construction and can be sold at a very reasonable price.

McIntyre & Taylor Co., Ltd., Toronto, manufacturers of stove repairs, melting ladels, hot water coils, etc., showed their complete line. M.&T. Asbestos Cement and stove lining were also shown.

Pease Foundry Co., Ltd., Toronto, exhibited several models of their piped and pipeless furnaces.

PAINTS, BRUSHES AND GLASS

Meakins & Sons, Ltd., Hamilton, had an attractive display of their complete line of brushes for painting, whitewashing, scrubbing, etc., as well as of cocoa door mats. A special Household Assortment of paint and varnish brushes was being offered. This assortment consists of selected popular black bristle flat brushes in various sizes. They are supplied in a counter display box which has five compartments to hold the various brushes according to the width of the brush or price.

Stewart & Wood, Ltd., Toronto, featured prominently Champion Pure Liquid White Lead, which is a white lead paint of absolute purity, extreme covering power, fine texture, superior whiteness and excellent spreading qualities. Other products shown included Dougall varnishes and Crown Diamond Liquid Paints.

Boeckh Company, Ltd., Toronto, exhibited their regular line of Boeckh brushes, but featured prominently their "Higen-ic" hand and bath brush. The bristles in this brush are rubber-set and the brush carries a three year guarantee. It is practically indestructible, and the hardest wear and continuous sterilizing will not harm the brush. The "Higen-ic" brush has a polished aluminum back and is very light in weight.

Sturgeons, Ltd., Toronto, had a display of French Polishing Wax and "Solignum" wood preservative and stain. Solignum is supplied in various colors and is packed in packages of one, five, and forty gallon capacity.

Boulton Paint Co., Ltd., Toronto, featured their regular line of Boulton's Perfected Floor Wax in paste, liquid and powdered forms, as well as a line of shellacs.

Home Products Co., Hamilton, displayed a variety of polishes, dressing for boots, etc. A polishing cream known as "Nu-Lustro" was featured strongly.

Braun & Bonnick, Ltd., Toronto, demonstrated their B. B. Waxer Polisher which is endorsed and recommended for use by leading hardwood flooring manufacturers.

Benjamin Moore Co., Ltd., Toronto, had a very interesting display of their products. Muresco was featured, while their line of house paint and a good exhibit of Saniflat, Moorenamel, Impervo finishes, automobile finishes, etc., completed their exhibit.

Rubberset Co., Ltd., Toronto, exhibited a very complete line of their well known make of brush. They were displayed on charts around the walls of the booth and every kind of the several hundred of brushes they manufacture was represented. There were brushes for every purpose, paint and varnish brushes, hair and tooth brushes, nail brushes and brushes specially designed for every purpose to which a brush can be put.

Alabastine Co., Ltd., Paris, besides showing various treatments made with Church's cold water "Alabastine," demonstrated particularly their new opaline process, by which it is possible through the use of a sponge to mottle or stipple the basic color on the wall with one or more tints and give a very pretty effect. Alabastine is a sanitary wall coloring; is easily mixed and applied, and has good lasting qualities.

Consolidated Plate Glass Co., Ltd., Toronto, exhibited a modern brass store front of "Zouri" construction, also showing other glass specialties of their manufacture.

"Save the Surface" Campaign Committee, Montreal, had one of their advertising representatives in charge of a booth

and made their display a meeting place and a bureau of information of scores of retailers who have found that co-operation with the "Save the Surface" Campaign is one of the liveliest methods which can be adopted to increase the sale of paints and varnishes to town and country customers.

Geo. Cook Co., Ltd., Toronto, displayed "C. & B." Floor Wax which is supplied in paste and liquid forms, as well as dry floor wax for dancing floors. Other products of this company that were shown included "C. & B." white and orange shellac and "Aluminete" Aluminum cleaner, in paste form.

S. C. Johnson & Sons, Ltd., Brantford, occupied a large double booth and had an attractive display of the various "Johnson's" wood finishes, including floor varnish, wood dye, crack filler, "Perfectone" enamel, paste wood filler, prepared liquid wax and powdered wax.

Lowe Bros, Ltd., Toronto, displayed prominently their new "Neptunite" Varnish. This varnish is not affected by extremes of temperature. Hot dishes, boiling water, ammonia, ice or snow, salt or fresh water, will not mar, turn white, nor destroy a "Neptunite" surface. Their regular line of paints, enamels and stains were also exhibited.

Standard Paint & Varnish Co., Ltd., Windsor, featured Windsor Solvent Stains, which are supplied in various finishes, such as oak, mahogany, walnut, etc. These stains are penetrating and will stain the wood equally as well where there is varnish or paint as where the wood is bare.

Ohio Varnish Co., Ltd., Hamilton, had a very attractive booth in which was displayed "Chi-Namel," transparent varnishes and enamels. The "Chi-Namel" graining process was demonstrated. Any person can learn to grain in five minutes by this process.

Sanderson Pearce & Co., Ltd., Toronto, showed their line of Hillcrest Paint Products such as carriage paints, wall finishes, motor car enamels and varnish stain. Shellacs and "Sweep-Kleen" sweeping compound were also shown.

Scarfe & Co., Limited, Brantford, had a fine display of their various paints, varnishes and enamels, which are supplied in many colors and finishes.

Brandram-Henderson, Ltd., Montreal, showed their complete paint lines and specialties.

Reckitts (Over-see) Ltd., Toronto, introduced the new "Poliflor" floor and furniture wax which is antiseptic and preserving, being used for tiled floors, marble, motor bodies, etc. "Poliflor" is made by the Nugget Polish Co., Ltd., England. Other products shown were "Silvo" brass metal polish, "Zebo" liquid stove polish, "Zebra" stove polish and "Nugget" shoe polish.

Ottawa Paint Works, Limited, Ottawa, had an interesting display of their regular line of O.P.W. paints, "Sunshine" enamel, "Jasperite" varnishes; O.P.W. oil stains and automobile enamels. A line featured prominently was O.P.W. Automobile varnish which is absolutely waterproof, practically acid proof and alkali proof. This automobile varnish is made in two distinct brands, "Auto Best Pale Rubbing" and "Auto Best Pale Finishing."

Stewart and Foster, Ltd., Toronto, displayed their regular line of "Stick-Fast" cold water paste and "Bon-Ton" metal polish.

A. S. Boyle Company, Toronto, featured prominently their "Old English" waxer polisher, which weighs about seven pounds. It not only does the work of a weighted polisher, but also applies the wax to the floor. "Old English" wax was also exhibited, as well as linoleum wax, powdered wax, varnish remover, paste wood filler, stain remover and weighted floor brushes.

Channel Chemical Co., Ltd., Toronto, had a large booth in which they displayed the well known O-Cedar mops as well as a dry mop which is made in two sizes and two styles, both dry and treated. A new floor and furniture treatment called "Chan" was also introduced.

Pilkington Bros, Ltd., Toronto, had one of the most attractive displays at the Exhibition. It was in the form of a Kawnere store front and showed their line of plate glass and wired glass.

Canadian Delcomania Co., Ltd., Toronto, had a display of their transfer signs mounted on a large panel. A new type of sign shown was the "Brassette," which will not tarnish and is reasonable in price.

Ontario Paint & Varnish Co., Ltd., Toronto, had a fine display of their varnishes, shellacs, paints, etc. A new line shown was their "Color-Craft" finishes, strictly pure paint, auto enamels and art enamels, arranged on an attractive two sided display stand.

Trelford Paint & Varnish Co., Ltd., Toronto, featured Pratt & Lambert varnishes and automobile enamels. This

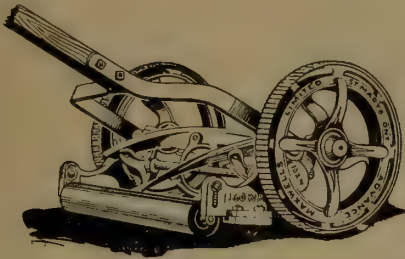
They Sell Quickly in the Spring

How is your stock of Lawn Mowers? Spring is just 'round the corner. Lawn Mowers will soon be a "best seller." Send in your specifications early for

Advance Lawn Mowers "In the fore front by merit"

For
Early
Spring

For
Prompt
Delivery



Made in 10½", 9" and 8" wheels, Brass or Ball Bearings, three, four and five knives as required. They are unexcelled for even cutting, long wearing quality, light draft and ease in operation. In placing orders for Lawn Mowers with Jobbers, specify ADVANCE.

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Quality Radio Supplies

We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
U.S. Tool	Reliable Batteries	Marconi Wireless Co.
Murdock	Eveready Batteries	Federal Telephone Co.
Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

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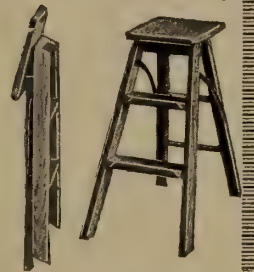
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For Spring Trade

Order NOW. Prompt shipments. We make all types of ladders, including extensions, step, fruit ladders, etc. Best materials and workmanship. Strong and rigid. Good prices. Write for catalog "P."

Stratford Mfg. Co.
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Kewanee

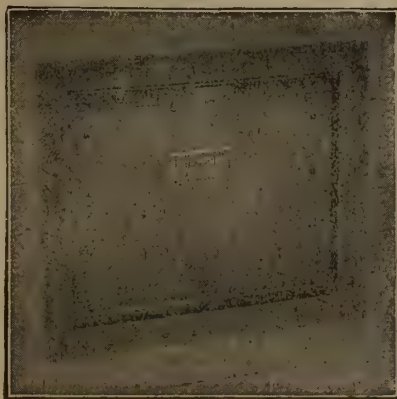
COAL SHUTES AND COAL DOORS

All Steel
No Castings

Shield rises automatically to protect the wall above and door forms a hopper.

Dealers now selling KEWANEE Coal Shutes and Coal Doors are receiving many repeat Orders.

Write for literature
and dealers prices.



Cast Stone Block & Machine Co., Limited
1436 Howard Ave. Windsor, Ont.
In United States: Kewanee Manufacturing Co., Kewanee, Ill.



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary. Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by
The Dominion Battery Co., Limited
Toronto - Montreal - Winnipeg - Calgary - Vancouver



Display of Barn Door Hangers and Hardware made by N. Slater, Co., Ltd., Hamilton, at the Ontario Retail Hardware Convention, Feb. 13 to 16, 1923.

company is now Toronto distributor for S. C. Johnson Company, Brantford, who manufacture a high grade line of varnishes, floor wax, enamels, etc.

British Canadian Brush Co., 20 Mark St., Toronto, displayed a very complete line of household brushes for all purposes. A household box assortment composed of various size sand styles of brushes was also shown.

STORE EQUIPMENT AND SPECIALTIES

Taylor-Forbes Co., Ltd., Guelph, made lawn mowers the feature of their display, all of the various types of lawn mowers manufactured by this company being shown in a most attractive manner.

International Business Machines Co., Ltd., Toronto, demonstrated the Dayton Hardware Computing scale as well as various models of scales. The Dayton Scale is specially built for the use of hardware merchants. It gives weights and prices instantly and automatically. Time Clocks for use in retail stores were also shown.

Cameron & Co., Logan Ave., Toronto, had a very attractive display of various hardware store shelf boxes and display fixtures, such as counters, cabinets, etc.

Brantford Computing Scale Co., Ltd., Brantford, showed a line of computing hardware scales which are being made at their Brantford factory.

Canada Wire & Iron Goods Co., Hamilton, displayed double crimped wire cloth, perforated sheet metal, concrete reinforcements, gravel and stone screening, foundry supplies, bank and office railings, laboratory testing sieves, wrought iron guards and grills, metal clothes lockers and fireplace screens.

Black Donald Graphite Co., Ltd., Calabogie, made a display of their Graphite lubricants which are becoming favorably known to hardware dealers in all parts of Canada.

Canada Foundries & Forgings, Ltd., Brockville, exhibited "Smart" lawn mowers, hammers, axes, etc., but especially featured the "Great Canadian" lawn mower and "Tandem" pumps. These "Tandem" pumps are the only semi-rotary pumps that can be easily repaired and primed.

Eureka Planter Co., Ltd., Woodstock, had an interesting display of cultivators, lawn mowers and sprayers. The Eureka Fountain Compressed Air Sprayer is of very simple

construction and is both automatic and positive in its action. It is used extensively by fruit growers, farmers, stockmen, poultrymen, florists, etc. A new design of lawn mower was also shown which has a metal handle.

Imperial Oil, Ltd., Toronto, introduced a new attractive line of candles in various sizes and colors, which are now being manufactured at their Sarnia plant. Their regular line of oils, "Mica" axle grease, "Ioco" liquid gloss and floor dressing were also shown.

Norman MacDonald, 62 Temperance St., Toronto, displayed the products of several manufacturers whom he represents, these including the F. E. Wells line of taps and dies and the Nicholls butcher knives. Wiss shears were also exhibited.

G. L. Irish, 497 Queen St. W., Toronto, featured a line of electric light portables, serving trays, mirrors, etc.

Plymouth Cordage Co., Ltd., Toronto, featured their general line of clothes lines, skipping ropes, binder twine, ropes, strings and twines for all purposes. The arrangement of this booth was a revelation in showing how attractive a window display could be made of rope and cordage.

W. Walker & Son, Limited, Toronto, had an interesting display of various hardware lines, one line featured prominently being "Owl" Quality Roofing. "Owl" roofing is weather and fire resisting and is made in five different weights, all the same quality—the only difference being in thickness and weight. Each roll of "Owl" roofing is packed complete with large-head roofing nails, liquid cement for the laps and simple directions for laying. May & Padmore, hardware, for which Walker & Son are Canadian agents, was the central feature of a very attractive display.

Clay Products Agency, Ltd., Toronto, had a large booth in which were featured flue linings, drain tiles and other clay products.

Wood Alexander & James, Ltd., Hamilton, showed a line of general hardware, especially featuring cutlery, cut glass, "Pexto" tools and "Dexter" locks.

French Ivory Products, Ltd., Toronto, had an attractive display in the form of a silent salesman in which was shown various articles of French Ivory ware such as combs, brushes, etc. This line is just being introduced to the hardware trade and many hardware merchants have already made quite a success selling these goods. French Ivory ware is supplied to the trade in three assortments.

Abbey & Imbrie

*"Fishing Tackle that's
Fit for Fishing"*

ARE you displaying the Abbey & Imbrie trade mark and getting the best fishing tackle business in your community?

Everywhere the fisherman who knows good tackle looks for Abbey & Imbrie tackle. It is made for the angler who demands tackle on which he can rely. Its high reputation has passed down from great-grandfather to grandson.

As you may have read in our advertising to the consumer, our wholesale price list is confined strictly to dealers who carry fishing tackle in stock as a regular department.

Most spring order are already in. If you have delayed, please rush your order NOW and be assured of delivery on time. We shall be glad to hear also from new dealers.

Catalogue of 16,400 items on request.

ESTABLISHED
1820

This is our 103rd year



ABBAY & IMBRIE

Division of
Baker, Murray & Imbrie
97 Chambers St.
NEW YORK



Inviting

Women know "Wear-Ever". They like it. They want it. Invite them to buy it.

It pleases the men folk too because it cuts down the gas bills and utensil costs.

And it gratifies all dealers because it has the "call" and the "turnover."

"Wear-Ever" surely is an inviting, profitable proposition.

Write us for full particulars and prices NOW.

Northern Aluminum Co. Ltd., Toronto

"Wear-Ever"

Aluminum Cooking Utensils

Not Long Until The Grass Grows!

"EUREKA" DIAMOND EDGE MOWERS



It won't be long until the grass begins to sprout. Your customers will be asking for a good lawn mower. Now is your opportunity of ordering an assortment of Eureka Lawn Mowers for early spring delivery. Eureka Lawn Mowers cut evenly and easily. Made in 12, 14, 16 and 18 inch widths. Sell at prices varying from \$6 to \$17 each.

Order an assortment NOW. Freight prepaid on six or more machines to any point in Ontario. Catalogue and price list on request.

Eureka Planter Co. Limited
Woodstock, Ontario

"DIAMOND EDGE IS A QUALITY PLEDGE"

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ALBERTA

Camrose—Ofrim & Maland have suffered fire loss.

Mecheche—C. L. Sitlington and D. G. Iness opening general store.

Rocky Mountain House—McDermott Hardware, fire loss.

BRITISH COLUMBIA

Vancouver—Plans are under consideration for the establishment here of two toy factories to compete with the German product. The principals of one are the Atascadero Doll and Toy Company and Central California. They plan to make toys from refuse mill wood and saw dust. The other concern will be headed by E. Warwick Sugden, a disabled veteran.

MANITOBA

Portage la Prairie—C. N. W. Miller Hardware, fire loss.

Winnipeg—William G. Gordon & Co., have been appointed representatives for the prairie provinces by A. H. Fox Gun Company, Philadelphia.

Winnipeg—H. R. Hawkey & Co., hardware, fire loss.

Winnipeg—C. S. Griffith, manager of the Saskatoon branch of the Imperial Oil Co., has been appointed manager of the Winnipeg branch of the company. A. R. Smyth will succeed Mr. Griffith at the Saskatoon branch.

Winnipeg—Gordon MacKenzie of MacKenzie Bros. Ltd., wholesale hardware is dead.

ONTARIO

Blenheim—J. W. Fleming of J. W. Fleming & Son, hardware, is dead.

Campbellford—E. T. Morton, hardware, sold to Erle Turner.

Chelmsford—Fire destroyed the hardware store operated by Gatton's Hardware.

Belleville—Smoke caused a loss to Diamond & Hyde, hardware merchants.

Brantford—Harry Dearle has resigned his position as secretary treasurer of the Blue Bird Corporation.

Forest—Wm. Lothead, hardware merchant is dead.

Galt—John Eatough is now sole owner of the Dominion Tack and Nail Company.

Galt—Economy Hardware, Ltd., incorporated with \$40,000 capital to make and deal in hardware, etc.

Glencoe—Jas. Wright & Son, hardware fire loss.

Hamilton—Stone Bros., hardware have been succeeded by Seymour Bros.

Hamilton—Dennis Donohue, hardware merchant, is dead.

Hamilton—The Northern Electric Co., have leased new premises in the Empire Building, 43-45 King William St., where new offices and a warehouse will be opened.

Hamilton—N. Slater, Limited, announce that they have not disposed of their barn door hanger business as reported.

Hamilton—An addition and alterations are to be made to the plant on Sherman Avenue owned by the Burlington Steel Company at a cost of \$40,000.

Hamilton—Charles Edward Doolittle of the Canadian Steel industry, died at his home recently.

Inwood—Albert Atkin succeeds Johnston & Atkin, hardware.

Lanark—Stewart & Lee, hardware, have dissolved. Alex a Stewart succeeds.

Melbourne—Pettit & Perry have succeeded J. A. Staples, hardware.

Sarnia—McKenzie Milne C. Ltd., tin-smiths, fire loss.

Toronto—Sully Brass Foundry, Ltd., have moved to larger premises at 2388 Dundas St. W. from their former address at 618 Brock Ave. Additional equipment has been installed at the new plant.

Toronto—M. L. Saltzman, hardware, fire loss.

Toronto—Toronto Cement Corporation, Ltd., has been incorporated with \$3,000,000 capital to make and deal in Portland cement, limestone, putty, paints, etc.

Toronto—John B. Maus, Bank of Hamilton Building, has been appointed Canadian manager by North & Judd Mfg. Co., New Britain, Conn.

Toronto—C. N. Candee of the Gutta Percha & Rubber Co. Ltd., Toronto was elected president of Rubber Association of Canada. Other officers elected are: vice-president, William Miner, Montreal; treasurer, John Westren, Toronto; assistant treasurer, J. O'Mara, Toronto; general manager and treasurer, A. B. Hannay.

Toronto—E. S. Weeks, 62 Temperance St., has been appointed Canadian representative for R. Heinisch & Sons. Kraeuter & Co., and J. Wiss & Sons. Newark, N.J.

Toronto—Several amendments to the Bankruptcy Act were considered and discussed at a meeting of representatives of the Canadian Credit Mens' Association, Canadian Manufacturers Association, Canadian Wholesale Grocers' Association and other organizations. It was decided to urge on the government the appointment of a superintendent of bankruptcy to whom all future applications for appointments of trustee would be referred to for investigation and report, and who would also investigate and report to the Secretary of State on all complaints relative to actions of trustees in the administration of estates as well as the actions of inspectors.

Also that the government be asked to increase the bond required from trustees from \$15,000 as at present to \$50,000. Lowering of legal fees in connection with the administration of a bankrupt estate were also urged upon the government.

Toronto—Max Morell has been appointed Ontario representative of Colle & Van Doorn, who have a line of cutlery, tools, skates, etc.

Trenton—Bailey & Reynolds, hardware, fire loss.

Watford—J. Warren Bate, former manager of the Andrew Wire Works plant at Watford has been promoted to the head office of the company at Rockford, Ill.

Windsor R. H. Rorison of Rorison Williams Hardware Co., is dead.

QUEBEC

La Tuque—Fortin & Gauthier, hardware, dissolved.

Montreal—The male employees and staff of the Montreal divisions of the Brandram-Henderson Company were entertained by the management to a most enjoyable smoking concert, held in Norman's Hall on Wednesday evening, Feb. 28. Mr. George Henderson, President and General Manager welcomed the guests and expressed his appreciation of the feeling of good fellowship prevailed. Those contributing to the musical programme were: Messrs-Faucher, W. Weir, F. Sinden, Bert Mason, Wal. Case, H. A. Roberts, Joe Helliard, H. Pearson, C. Desmarais, A. G. Lackey, Geo. Hargreaves, W. Montgomery, W. Good; Allan Crawford acting as accompanist.

Montreal—The Fraim-Slaymaker Hardware Co. Inc., have appointed A. G. & A. L. Brown & Co., 207 St. James St., as their representatives for Quebec province and the Maritimes. The Fraim-Slaymaker company manufacture pad locks, auto locks, etc.

Montreal—Colle & Van Doorn have appointed Higginson Brothers, 3 St. Nicholas St., their representatives for Quebec province. The line includes cutlery, tools, skates, etc.

Montreal—Almy's Limited, a Montreal department store, has gone into voluntary liquidation. This firm was incorporated in 1915 with an authorized capital of \$500,000.

St. Paul de Metis—R. J. Welch opened a hardware store.

Ormsville—Jas. McGerrigle & Son, hardware, have bought out M. Kee, general store.

Bateman—Elder Bros., succeeded by Dalmadge & Worden.

Chauvin—G. W. Chauvin & Co., hardware, succeeded by A. E. Scott, Saskatchewan.

Coaldale—Chas. A. Merrick commenced a hardware store.

Estevan—Estevan Hardware Co., has dissolved.

Humbolt—Manville Hardware Co. Ltd., is incorporated.

Kronau—Norman McLean has opened a hardware store.

Landis—Nunn Bros., fire loss.

Kerobert—T. R. Greer has succeeded Greer & Hemenway.

Mendham—E. M. Harris opened a branch hardware store.

Naicam—E. Loree succeeds Horsley & Loree, Ltd., hardware.

Leask—D.R. Campbell has begun a hardware business.

Langham—Frank Sarson, hardware, fire loss.

Tompkins—The Nelson Hill Hardware, Ltd., has been incorporated.

Wakaw—E. Zarysky, hardware, fire loss.

Whitewood—P. W. Tinline, succeeds J. S. Parr, hardware.

Wolsley—E. F. Chesney succeeds P. G. Griffin, hardware.

Sovereign—J. A. Glen opened a hardware store.

THE ROYAL ELECTRIC CLEANER

"The Royal Electric Cleaner is the recognized leader in its field. Everyone likes a winner. Add to this the profitable merchandising plan and the extensive advertising, and you will understand why Royal Agencies are going fast."

Last month's Front Cover Advertisement for the Royal Electric carried a typographical error. It should have read clearly as above given.

A Complete Line Sells Better

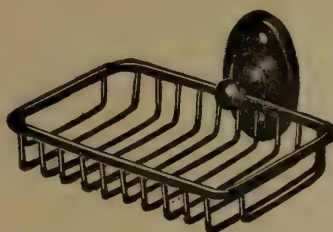
"In many lines it has been proven that the dealer who makes the best sales record is the one who has a complete line of a varied group of products under one brand name, rather than the dealer who separates his orders among several manufacturers."

—Printers' Ink

Experience has no doubt proven to you that the leading line of bathroom fittings and hardware specialties is the Gendron line.



TORONTO
Gendron
CANADA



The Gendron Mfg. Co., Limited
Duchess Street TORONTO

Keep The Goodwill of Your Customers Sell Them a Pump Built Not to 'go Wrong

There is nothing more trying to patience and temper than a pump that goes wrong. Water supply shut off, hours of valuable time wasted in an effort to locate the trouble, needless expense incurred.

When you sell a pump — sell an Aylmer Pump. We have been making pumps for thirty-five years —and we make them right.

The name Aylmer is familiar wherever pumps are used—you can sell Aylmer Pumps and you'll satisfy your customers with them.

Handle a profitable line—
Aylmer sales pay.

Aylmer Pumps

Write for illustrated catalog No. 19

Aylmer Pump & Scale Co.
Aylmer — Ontario



The Gillette Electric Clipper



"Gillette" model "1911"—ceiling suspended Portable Electric Clipping, Grooming, and Shearing Machine

Saves Time and Money

Clipping Horses, Mules, Cattle and Dogs.

Quickly and easily shears Sheep and Goats. Used extensively for grooming Horses, Mules and Cattle.

Operates from any electric lamp socket. Also run on any make of Farm Lighting Plants.

Send for price list illustrating our different types of Hand and Power Machines, also Hand and Toilet Clippers.

Gillette Clipping Machine Co.

129C-131 West 31st St.

New York City

ALLIGATOR STEEL BELT LACING

BEST FOR EVERY BELT

In Alligator Steel Belt Lacing, supreme strength is combined with ease and speed of application, complete range of sizes, permanence, mechanical perfection and economy. It is being advertised extensively in Canada this year.

Keep suitable sizes of Alligator in stock. Your jobber will supply you.

Interesting book upon request. Also metal counter display card if you carry stock of Alligator.

Flexible Steel Lacing Co.

4667 Lexington St., Chicago, Ill.

in England at 135 Finsbury Pavement, London, E.C., 2



"Never
Lets Go"

NEW ROOFING COMPANY

Alexander Murray & Co., with head offices in the McGill Building, Montreal, have been incorporated to manufacture roofing products, their plant to be at Ville La Salle, a suburb of Montreal. Branch warehouses will be opened in Toronto and Halifax, and later in the Western provinces.

A complete line of roofing and paving materials, including dry and tarred felts, sheathings, asphalt roofings and shingles, road materials, paints, stains, wood preservatives, disinfectants, etc. will be manufactured.

Jno. C. Runkle, formerly president of the Barrett Co. of Canada will be president of the new company, L. O. P. Walsh, vice-president and A. H. Marden, secretary-treasurer and manager. The directors will be: D. J. Munn, late president of Alex McArthur & Co.; Thos. M. Rianhard, late president of The Barrett Co., New York; Jno. C. Runkle; E. M. Smith, Montreal manager of the British American Oil Co.; L. O. P. Walsh. District managers: A. O. Saunderson, Halifax, and Jno. F. Tobin, Toronto.

Alexander Murray & Co., are associated with one of the largest manufacturers of roofing in the British Empire. This with the wide experience of their officers and directors should rapidly establish a large business.

REORGANIZE RADIANT ELECTRIC CO.

The Radiant Electric Co., Grimsby has been reorganized under new management.

The new organization will maintain and improve the former plant manufacturing a complete line of electric utensils and stove trimmings. Negotiations are also under way with a well known American Company in the same field and if these are completed it will mean a considerable expansion in business.

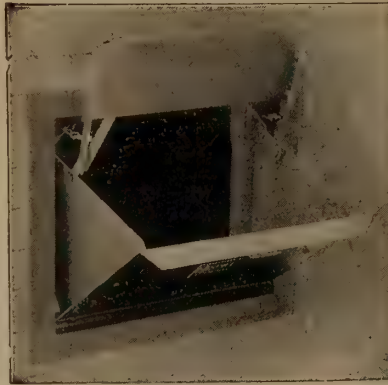
E. T. Musson has been appointed manager of the Canadian Radiant Electric Company. Mr. Musson has had extensive experience in the engineering field and motor car industry in Canada, having been associated with the E. R. Thomas Motor Car Company, Buffalo; the Russell Motor Car Company, Toronto; the Curtis Aeroplane company, Buffalo; and was general manager of the Canadian Aeroplane Company of Toronto and later Manager of the Burlington Steel Co., Limited, Hamilton.

WILL SELL JOHNSONS WAX

F. W. Davis, for about 20 years a member of the sales staff of Sanderson Percy & Co. Ltd., Toronto, has been appointed sales representatives for Toronto and Niagara District for Brantford, floor wax and varnish manufacturers. Mr. Davis was always an enthusiastic supporter of the Ontario Retail Hardware Association and induced a large number of his customers to enroll as members in the early days of the Association.

KEWANEE COAL CHUTE

A coal chute of simple design and steel construction is being offered by the Cast Stone Block & Machine Co. Ltd., Windsor. It is made entirely of steel, and is guaranteed against breakage for five years although it is claimed the chute will last a lifetime with ordinary usage. The Kewanee coal chute can be installed in new or old buildings. It is equipped with a lock which can be operated by a control chain from the kitchen, and which locks automatically when the hopper is closed. The hopper is easily opened by the coalman



with a slight pull. The hopper for the coal is large and all waste and litter is avoided. The wall of the building is protected from damage by the coal, shovel or wheelbarrow by means of a steel frame extending around the sides of the chute. There is also a metal shield which affords extra protection above the opening in the wall. When once installed it is claimed this coal chute will never work loose from the foundation.

OPENING MONTREAL WAREHOUSE

Benjamin Moore & Co., Ltd., West Toronto, have opened a branch warehouse at Montreal in order to better serve their customers in the province of Quebec. The warehouse is located in the down town business district at 409 Aylmer St., just north of St. Catharines St.

Mr. Harry Stubbs for over twenty years with the Canada Paint Co., and who served three years overseas during the war has been appointed local manager.

APPOINTED SALES MANAGER

J. George Marier, has been appointed Sales Manager of the McArthur, Irwin, Limited organization for the Province of Quebec.

Mr. Marier was in charge of construction work for the Brown Corporation and the Burgess Sulphite Fibre Company, both large manufacturing concerns in the United States, and later was for 10 years Manager of the Retail Department of Marier & Tremblay Limited, Painters and Decorators, Quebec City. He is still a partner in the same concern.

A sphere of activity in which he has been markedly successful is the marketing of McArthur, Irwin Limited's goods in the Province of Quebec, where he has been able to gain the entire confidence of his clientele. He is known in every small village throughout the Province, and his coming is looked for by the dealer to supply authoritative information regarding market conditions for the many commodities which are handled in the country town stores.

RADIO FILAMENT BATTERY

The Dominion Battery Co., Ltd., Toronto, are offering a new product called the Reliable peanut valve filament battery, designed for use in conjunction with the peanut valve wireless set. The filament battery is number P. V.-122, and it is claimed to be of high capacity.

FISHING TACKLE CATALOGUE

Abbey & Imbrie, century-old makers of good fishing tackle, announce that their new catalogue of "Fishing Tackle That's Fit for Fishing" and the wholesale price list for 1923 are now ready for distribution.



F. W. DAVIS, Toronto



HARRY STUBBS, Montreal



G. PARKER WOOD, Johannesburg



J. GEORGE MAIERER, Montreal

Now with S. C. Johnson & Sons Representative Benjamin Moore Co

A Real Percolator at a moderate price



VIKO

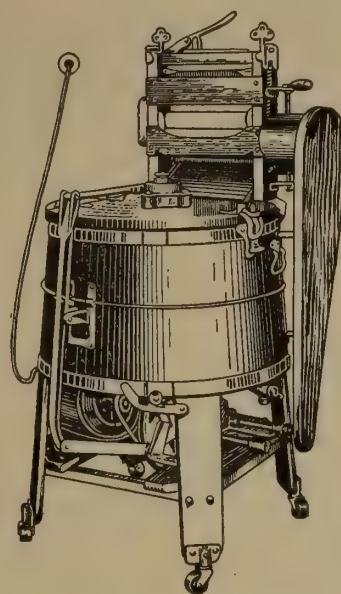
COLONIAL PERCOLATOR

Made from 99 per cent pure sheet aluminum. Guaranteed against any defect in material or workmanship. Catalogue and price list on request.

Aluminum Specialty Co. Ltd.

60 John Street

Toronto



**Our complete line
enables you to meet
the demand for**

**electric power
hand power
water power
and gasoline
driven washing
machines.**

Connor Washing Machines are favorably known throughout Canada. They have been made for three generations and our friends are legion. Consistent advertising is making them better known every day. That's why you'll find it a better proposition to sell Connor Washers. Let us send you our catalog. Just drop us a post card.

J. H. CONNOR & SON
LIMITED

Manufacturers of:—Electric, Belt Driven, Water Power and Hand operated Washing Machines, Clothes Wringers, Woodenware, etc.

OTTAWA

CANADA

ESTABLISHED 1875

311 Chambers St. Winnipeg, Man.
McPherson Teetzel Co., Vancouver, B.C.

Co-operation that is Part of the Peerless Dealer Franchise

No small factor in the success so many dealers are making with Peerless Wire Fence and Gates is the whole-hearted co-operation they receive.

The first step is the creation of a deep seated consumer confidence in Peerless products through wide spread advertising.

The second is furnishing dealers with intelligent helps, with illustrated literature and attractive samples, for carrying on sales locally.

The third and all-important step is the maintenance of the high quality that has always characterized every article that carries the name "Peerless." It would be easier to make a cheaper and inferior fence; but it would be more difficult to sell an inferior article and impossible to use it for building up a profitable business.

Peerless quality makes friends. It assures repeat orders. A dealer will never lose a customer because of faulty construction or low grade materials in Peerless products.

These are the principles behind all sound merchandising and good business. The sooner you establish your fence business on this basis the sooner it will become a real asset to you.

Write us today for complete information.

Peerless Wire Fence Company, Limited

Hamilton, Ontario

With the Peerless Pipe Braced Gate farmers need not take down fences to move binders or other large implements. Extra length with extra strength tells the story.



PEERLESS
Pipe Braced Gate

HARDWARE MARKET SITUATION

The situation at present is vastly improved over a year ago. This is reflected in the advancing prices and in increased demands for almost all hardware lines.

Metals are greatly strengthened. Iron and steel are in better demand, and copper and brass have made substantial price advances. Tin, too, is slightly higher than last month.

Hardware products made from metal show increased prices, and the tendency noted shows firmness and stronger quotations with increasing demands.

The building program, round the Ontario cities at least, makes it look plausible that there will be a heavy demand for builders' hardware this year. Jobbers think retailers have low stocks in this line, and are advocating better buying just now before quotations go higher.

The building program also affects paint, not only for new buildings, but for older buildings as well. Farmers are now coming, say paint representatives, to buy larger quantities of paint as a result of the campaign put on in recent years by manufacturers advocating the "Saving of the surface."

The price changes recorded this issue are almost wholly confined to advances. Where declines are noted they are more of a readjustment nature.

Binder twine is offered slightly below last year's figures, due no doubt to induce Canadian buying and to offset importations. Tinware is somewhat reduced, though tin itself is firmer to-day than a month ago. Game traps are lower on re-adjustment, and machine oils are easier on advancing spring.

The principal changes of the month are:—

Increases

Agricultural Wrenches—Now at 45 per cent. off.

Brass Butts—Up 10 per cent.

Lamp Wick—Higher by 10 per cent.

Knife-handled Wrenches—Advanced about 7½ per cent.

Shellac—Up 50 cents a gallon.

Blue Annealed Sheets—Advance noted of five cents.

Wrought Pipe—Advanced about \$5 a ton.

Wrought Nipples—Advanced by lowering discounts 5 per cent.

Putty—Advanced 50 cents per hundred pounds.

Galvanized Shingles—Higher by 25 cents a square.

Eavetrough and Conductor Pipe—Advanced by lowering discounts from 70 to 60 per cent.

Wire Nails—Advanced 10 cents to \$4.10 base.

Fence Staples—Higher. Bright are now at \$4.40 and galvanized at \$5.40.

Padlocks—Upward by 10 per cent. higher than old prices.

Metals—Brass, copper and their products are higher in price.

Bale Ties—Higher by 25 cents per hundredweight.

Linseed Oil—Advanced 10 cents a gallon.

White Lead—Advanced 50 cents a hundred, Toronto base now at \$15.95

Turpentine—Advanced 25 cents a gallon.

Sash Cord—Advanced 3 cents a pound.

Enamelwares—Higher by lowering discounts on practically all lines.

Declines

Binder Twine—New prices for 1923 show slight reduction compared with last season.

Game Traps—New prices show declines on all sizes of game traps of about 5 per cent.

Lanterns—Slight reduction. Plain are now at \$10.50 a dozen, and Japaned at \$11.

Tinwares—Declines are shown in most lines in new price lists issued by increasing discounts.

Machine Oils—Declines noted of about 3 cents a gallon.

New Pipe Prices

During the past month a new list (No. 58) was issued on wrought pipe. These new prices record advances over the previous list issued last November. The new prices are as follows:

Standard Butt Weld Pipe, per 100 feet					
Size	Steel		Gen. Wrot. Iron		
	Blk.	Galv.	Blk.	Galv.	
¼ in.	6.00	8.00	
½ in.	4.14	6.12	7.38	9.42	
¾ in.	4.14	6.12	7.38	9.42	
1 in.	5.27	6.72	7.57	9.10	
1 ¼ in.	6.44	8.05	9.20	10.93	
1 ½ in.	9.18	11.56	13.26	15.81	
2 in.	12.42	15.64	17.94	21.39	
2 ½ in.	14.85	18.70	21.45	25.58	
3 in.	19.98	25.16	28.86	34.41	
3 ½ in.	31.59	39.78	
4 in.	41.31	52.02	
4 ½ in.	53.36	66.24	
5 in.	63.22	78.48	
Standard Lap Weld Pipe S-C, per 100 feet					
Size	Steel		Gen. Wrot. Iron		
	Blk.	Galv.	Blk.	Galv.	
2 in.	23.31	28.49	32.19	37.74	
2 ½ in.	34.52	42.71	48.56	57.33	
3 in.	45.14	55.85	63.50	74.97	
3 ½ in.	54.28	67.16	76.36	90.16	
4 in.	64.31	79.57	90.47	106.82	
4 ½ in.	74.93	92.71	110.10	130	
5 in.	87.32	108.04	129	151	
6 in.	1.13	1.40	1.67	1.96	
7 in.	1.48	1.83	2.14	2.55	
8 in.	1.55	1.93	2.25	2.68	
9 in.	1.79	2.22	2.59	3.08	
10 in.	2.17	2.69	
10 L in.	2.02	2.50	2.91	3.46	
10 in.	2.60	3.21	3.75	4.45	

1923 Binder Twine Prices

500 feet at 11½ cents a pound

550 feet at 12½ cents a pound

600 feet at 12½ cents a pound

650 feet at 13½ cents a pound

New 1923 Sled Prices

Effective February 17, the Canadian Buffalo Sled Co., Ltd., Preston, Ont., have issued their 1923 discount sheet applying to their price list No. 19. This shows the discount for this season at 35 per cent. off and 5 per cent. on. The company felt forced to advance prices 5 per cent. on account of advances in raw materials.

NEW HONE AND STROP

J. L. Torrey, cutlery manufacturer, Worcester, Mass., is introducing the Torrey Hone-Strop, a convenient sized strop for regular and safety razors for use by barbers or private individuals. A few strokes on the sharp surface, finishing the edge on the buffed leather side, gives a wonderfully smooth shaving edge.

They are also introducing the Torrey Safety Blade Sharpener for sharpening safety razor blades of all kinds.

LIPETZ PATENT TEA KETTLE

A new aluminum tea kettle of very novel design is being made exclusively by "Ideal" Aluminum Products, Limited, Toronto.

This kettle is constructed with a three inch aluminum tube running up through the centre of the kettle. The heat from the stove passes up through this opening, over which an aluminum funnel can be placed. On this funnel can be set a fry-



ing pan. Thus while the water is being boiled in the kettle, food can also be fried.

When using simply as a kettle, there is a damper in the lower part of the funnel which shuts off the heat coming through the tube. The funnel can be removed and an ordinary kettle lid used.

The manufacturers claim that water boils quicker in the new design of kettle than in ordinary kettles.

GURNEY ELECTRIC RANGES

The Gurney Foundry Co. Ltd., Toronto, are now manufacturing several types of electric ranges and hot plates. Three of the cabinet models being offered differ only in finish and a few details. The fourth is a lower oven model for use in small kitchens. The finishes on these stoves are of white rock porcelain enamel. Each range is equipped with a mercury thermometer. The heating units are of



the open type, and the construction of the whole range is such that all parts are accessible. The front of each range where the switches are located is finished in white rock enamel with blue lettering. This line of ranges, as well as a hot plates, are being distributed exclusively in Canada by the Northern Electric Co. Ltd.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, MAR. 6, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 22c.

Antimony—Per pound, 8¾.

Brass—Sheet, base, 26c; rods, base, ½ to 1 in., round, 23c; tubing, seamless, base, 31c. F.o.b. Toronto.

Copper—Casting ingot base, 17½c; rods, ½ to 2 in., 29c; soft sheets, plain, 16 oz. and heavier, lb., 30c; plain tinned, 16 oz. and heavier, lb., 43c; polished and tinned, 16 oz. and heavier, lb., 36c; tubing, lb., 34c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, \$3.40 per cwt.; angle iron, \$3.50; horseshoe iron, \$3.90; Norway, \$12.50; toe caulk, \$4.10.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 16c per lb.; 48 x 96, 17.50c per lb. Less than case, 50c per 100 lbs. extra.

Lead (pig)—\$8 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 9½c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, \$3.15; bands, \$3.65; tire, \$3.35; spring, \$3.00; sleigh shoe, \$3.15; hoop, \$4.00; crucible cast sheet, \$28.00; cast tool, \$18 to \$30, according to grade.

Sheets, Blue Annealed—10 gauge, \$4.25 per 100 lbs.; 12 gauge, \$4.30; 14 gauge, \$4.35; 16 gauge, \$4.40.

Sheets, Black—18 to 20 gauge, \$5.05 per 100 lbs.; 22 to 24 gauge, \$5.10; 26 gauge, \$5.15; 28 gauge, \$5.25.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$6.50 per 100 sq. ft.; 26 gauge, \$7; 24 gauge, \$9; 22 gauge, \$11; 20 gauge, \$12.50; 18 gauge, \$16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Queen's	Fleur-de-lis
Sheets, Galvanized —	
28 gauge, per 100 lbs..	\$7.15
26 gauge, per 100 lbs..	6.75
24 gauge, per 100 lbs..	6.45
22 gauge, per 100 lbs..	6.30
18-20 gauge, 100 lbs..	6.15

Apollo	
10¾ oz., per 100 lbs.	\$6.65
28 gauge, per 100 lbs.	6.25
26 gauge, per 100 lbs.	5.95
24-22 gauge, per 100 lbs.	5.80
20-18 gauge, per 100 lbs.	5.65
16 gauge, per 100 lbs.	5.50
14-12 gauge, per 100 lbs.	5.35

Plates (Canada)—Dull, 60 sheets, \$5.50; ordinary, 52 sheets, \$5.40.

Plates (Coke Tin)—IC, 20x28, 112 sheets, \$14.00, IX, 20x28, 112 sheets, \$17.50; IX, 20x28, 56 sheets, \$9.00.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$10; IXX, 20x28, 56 sheets, \$12. **Plates, Terne**—IC, 20x28, 112 sheets, \$15.00.

Spelter—Per pound, 9½c.

Tin—Ingots (100 lbs.), per lb., 45c.

Zinc—Sheet, per lb., 14c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

HARDWARE

Adzes (Carpenters')—No. 1, per doz.. \$21; lipped, \$30.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2.

Augers (post hole)—Rodgers make, 8 inch, \$29.40; 9 inch, \$30 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$17.50; double bits, doz., \$19.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$19.75; No. 3, \$22.00; No. 4, \$24.00. All net.

Bale Ties—Single Loop—No. 12, \$4.75; No. 13, 4.85; No. 14, \$4.75; No. 15, \$5.25; No. 16, \$5.45. Cross head—No. 12, \$5.35; No. 13, \$5.45; No. 14, \$5.75; No. 15, \$6.20; No. 16, \$6.65.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.40; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60 per cent. off.

Boards (Bake)	¾ Rim	¾ Rim
No. 0—16 x 22, doz. ...	\$ 7.50	\$11.00
No. 1—18 x 24, doz. ...	9.00	11.50
No. 2—18 x 29, doz. ...	11.00	13.00
No. 3—20 x 30, doz. ...	13.00	17.00

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), ¾ in. diameter and smaller,

6 in. and shorter, 40%. Carriage bolts (\$1 list), ¾ in. and longer lengths, 30%. Carriage bolts (\$1 list), 7/16 in. and larger, 30%. Machine bolts, ¾ in. and smaller, 4 in. and shorter, 50%. Machine bolts, ¾ in. and smaller, longer lengths, 35%. Machine bolts, 7/16 in. and larger, 35%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 45%. Bolt ends, 35%. Square head blank bolts, 35%. Plow bolts, 1, 2, 3 head, 30%. Elevator bolts, large head, 25%; corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts (\$3 list), 25%. Step Bolts, large head (\$3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 60%. Stove bolts, 65 and 5%. Sink bolts, 65 and 5%.

Nuts, 2 in., and smaller, square. Blank, off net list, \$1.00. Nuts, 2 in. and smaller, square, tapped, off net list, 50c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 50c. Tapped, net list.

Borax—Lump crystal borax, 10c lb.

Buckets, Sap—Straight pattern, No. 7, \$14.95; No. 8, \$16.25; No. 12, \$19.50; No. 16, \$23.40. Extra heavy—No. 12, \$24.05; No. 16, \$29.25. Galvanized—No. 9, \$20.70; No. 12, \$24.30; No. 16, \$27.90.

Butts—(Wrought Steel)—No. 840, less 12½%; No. 800, net; No. 838, less 12½%; No. 808, add 10%; No. 804, less 17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 25%.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Broad's)—List less 40 p.c. for plain.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet;

50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$3.10 a dozen; 48 ft. hanks, \$3.60; 60 ft. hanks, \$4.50.

Clothes Lines (Manila)—\$3.00 per dozen.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	BBB
3/16 inch, electric weld.	\$15.40	\$18.80
1/4 inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
3/8 inch, electric weld...	10.40	13.25
3/8 inch, fire weld.....	13.20	15.40
7/16 inch, fire weld.....	11.30	13.30
1/2 inch, fire weld.....	10.20	12.40
5/8 inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, \$1.25 a doz.; No. 111, \$1.45; No. 121, \$1.40; No. 127, \$1.70.

Combs, Cattle—No. 98, \$1.90 per dozen; No. 100, \$2.60.

Cord (Sash)—Hercules No. 6, 6c a pound; No. 7, 65c; Nos. 8, 9, 10, 12, 64c.

Cord (Awning)—White, 3 1/2, \$2.75; 4, \$3.60; 4 1/2, \$4.85 per pound. Drab, 4, \$4.30; 4 1/2, \$6.00 per pound.

Crowbars—\$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., \$1.42 a dozen; 6 in., \$1.40; 7 in., \$1.80.

Doors, Screen—Kasement, No. 3, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills (Millers-Falls)—Breast, No. 12, \$64.20 a dozen; No. 13, \$81.00; No. 118, \$72.00. Hand, No. 2, \$48.00 a dozen.

Egg Crates—Humpty Dumpty, \$6 a dozen; H. & D., \$5.80.

Files and Raps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney-Foot and Arcade, 60%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60%; Globe, 60%; Nicholson, 35 and 5%; Black Diamond, 35 and 5%; Delta Files, 20%; Firth Files, 50%; Disston, 50%.

Gloves—Canvas and cotton, \$15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$4.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstone Fixtures (Taylor-Forbes)—15 inch axle, \$8.66 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers, Nail—No. 21, \$11 per dozen; No. 1, \$14.85; Nos. 1 1/2, 61 1/2, \$14.30.

Hammers, Sledge—(Canadian), 2-2 1/2 lbs., \$25 per cwt.; 3-4 1/2 lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3 1/2 lbs., \$27.50 per cwt.; 3-4 1/2 lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1 1/4 lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake,

shovel and manure fork, 10%; Whiffle-trees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, \$15.25 a dozen pairs; No. 1, \$16.95; No. 2, \$18.05; Stearns, 4 in., \$13.55; 5 in., \$16.60. Perfect, No. 1, \$20.85; Canada, \$13.25; Hatch, \$13; National, \$15; America, \$19; Great West, \$30; Storm King, No. 42, \$11.80 a dozen.

Hatchets, Shingling—No. 1, \$9.75 per dozen; No. 2, \$10.75.

Hatchets, Lath—Nos. 3 and 4, \$10 per dozen; No. 4, \$10.25.

Hatchets, Barrelling—Nos. 50 and 60, \$14 per dozen.

Hatchets, Claw—No. 7, \$11.00 per dozen; No. 8, \$11.50.

Heaters, Electric—National Glowler, \$8.75; National Heatrady, \$11.00; Majestic, 1 burner, \$10; Universal, \$13.80. Discount 30%.

Heaters (Clark's)—No. 5B, list, \$3.75; No. 7C, list, \$5.25; No. 7D, list, \$5.75. Brick and charcoal, \$1.30 a doz. Discount, 25%.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.65; tee, \$1.40. 5 in., strap, \$2.00; tee, \$1.70. 6 in., strap, \$2.20; tee, \$1.95. 8 in., strap, \$2.95, tee, \$2.15. 10 in., strap, \$5.20; tee, \$3.60. 12 in., strap, \$6.40; tee, \$5.85. 14 in., strap, \$7.50; tee, \$6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, \$1.08; tee, \$1. 5 in., strap, \$1.26; tee, \$1.17. 6 in., strap, \$1.53; tee, \$1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., \$4.30; 8 in., \$4.80; 10 in., \$6.40; 12 in., \$7; 15 in., \$7.50; 18 in., \$11; 21 in., \$12.40; 24 in., \$16; 27 in., \$17.20; 30 in., \$18.50; 33 in., \$21.50; 36 in., \$24.50. Discount, 30%.

Screen Door Sets—No. 1200, \$37.50; No. 1201, \$45 per gross.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3 1/2 lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (Grass)—Canadian, No. 2, \$3.90 per dozen; No. 3, \$4; No. 4, \$4.10; No. 5, \$4.30; Little Giant, \$6.50; Bar-den Patent, \$6.50. English Fox—No. 2, \$5.75 a dozen; No. 3, \$6; No. 4, \$6.50.

Hooks (Galvanized Fence)—\$5.50 per keg.

Hose, Lawn—Corrugated, per hundred feet; 1/2 in., \$12.50; 5/8 in., \$14.00; 3/4 in., \$16. Less 5% for full reel, 500 feet.

Hose, Lawn—3 ply 4 ply 5 ply
Per 100 ft., size 1/2" \$8.50 \$9.50 \$10.75
Per 100 ft., size 5/8" 10.00 10.75 12.00
Per 100 ft., size 3/4" 11.50 12.50 14.00

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—1/2 inch, 5/8 inch, 3/4 inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$1.96.

Handles for above japanned, \$19.45 per gross. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.73; Canadian Beauty, \$4.85; Classic, \$5.60 list.

Jacks (Screw)—1 1/4 x 10, \$3.75; 2 x 12, \$5; 2 x 16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$8.40; B, per case of 6 doz., \$7.

Lanterns—Short or long globe, plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.32.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.25 doz.; 3 dozen cases, \$1.10 doz.; 6 doz. cases, \$1.05 doz., Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.00 per dozen; No. 3, \$2.50; No. 4, \$3.75; Barn Door, No. 5, \$3.00; No. 8, \$3.60.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Mattocks—Cutter or pick, \$9.75 per dozen.

Mixed Bread—Canuck—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, \$16 per dozen; O-Cedar, less handle, \$14; O-Cedar, with handle, \$16; S. W. Mops, complete, \$4.00; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$6.75; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mop Wringers—White, No. 1, \$16.40 per dozen; white, No. 2, \$16.80; white, No. 3, \$24.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 25% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 45%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1 1/8 in., \$1.40; 1 1/4 in., \$1.15; 1 1/2 in., 80c; 1 3/4 in., 75c; 2 in., 60c; 2 1/4 in., 55c; 2 1/2 in., 30c; 2 3/4 in., 30c; 3 in., 20c; 3 1/2 in., 15c; 3 3/4 in., 10c; 4 in., 5c; 4 1/2 in., 5c; 5 in., base; 5 1/2 in., base; 6 in., base. 6 1/2 to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montcal, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 25% off; burrs, add 20%. Extras on copper rivets, 2½c per pound.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Comet—1 ply, \$1.30; 2 ply, \$1.70; 3 ply, \$2.10.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, \$5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., \$10.50.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 20c a pound; Beaver Manila basis, 18c; New Zealand hemp basis, 18c; Sisal basis,

16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ½ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1 and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 16c; double lath yarn, 16½c; halyards, 42c; Beaver halyards, white, ¾ in basis, 26c.

Hemp, deep sea line basis, 42c; hemp, tarred ratline basis, 35c; hemp, tarred bolt rope basis, 37c; marline and house-line, 37c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton ¾ in., 52 a pound; 5/32 in., 51; 3/16 in., 48c; ¼ in. and up, 47c.

Sandpaper—B. & A. sandpaper, less 17½%; Star sandpaper, less 17½%; B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh. black.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 80 and 5% Oval Head, bright, 77½ and 5%; Round Head, bright, 77½ and 5%; Flat Head, brass, 75 and 5%; Oval Head, brass, 72½ and 5%; Round Head, brass, 72½ and 5%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.75; 1½ in., \$12.25; 1¾ in., \$14.65.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 56c; No. 8, 64c, No. 9, 68c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 50%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, \$29; 2nd, \$28; 4th, \$25.

Draining tools, No. 2 black—1st, 29; 2nd, \$27.50.

Hollow back scoops, No. 2, black—1st, \$34.50; 4th, \$32.

Coal shovels, hollow back, No. 2, black—1st, \$32; 4th, \$30.

Sand shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Hollow back shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Riveted back scoops, No. 2, black—1st, \$37.50; 2nd, \$35.50; 4th, \$34.

Miners' spring point shovels, No. 2—1st, \$36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add \$1 per dozen net. Half polished,

WRITE FOR PRICES ON SUPERIOR MACHINISTS VISES



These vises are of correct design and are strongly constructed.

They are very rigid and can be used and depended upon for all accurate work. Various sizes are made, from 3" to 6" Jaw.

We also make other types of vises, both Bench and Machine, Bench Grinders, Small Air Compressors and Saw Mandrels. Write us direct or to our representatives—

A.G. & A.L. BROWN CO., MONTREAL and
DAVID PHILIP, WINNIPEG
SUPERIOR MACHINERY CO., Limited
51 York St., London, Ont.

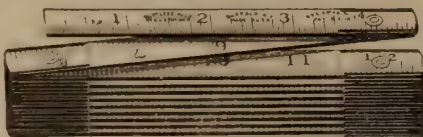
BALL BATS

Our factory is specially fitted for producing Ball Bats. They are made from best Selected 2nd Growth Canadian White Ash obtainable. They are nicely finished, giving them an attractive appearance.

St. Marys Wood Specialty Co., Limited
ST. MARYS ONTARIO, CANADA

High Grade Wood Specialties—Walking Sticks,
Ball Bats, Handles and Hardwood Lumber.

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as durable.

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

5 Lafayette Avenue

Buffalo, N. Y., U.S.A.

HINSDALE SOCKET SET No.13

Retails at \$6.70



Contains fifteen heat treated, Nickel Plated Sockets with ratchet wrench. Universal Joint and Extension Finished Hardwood Case.

Other sets retailing at \$3, \$4, \$5, \$8, \$11, \$12, 17.50. Sockets, any size, retailing at 20cents each.

Liberal Discount to Dealers

Phone: Main 6595

Geo. P. Reuhl, 275 King St. E., Toront

Moulding, Flooring, Slating, Box, Fence, Barrol Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Nails, cut—\$4.60.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box, No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

¾ in. mesh and 20 gauge wire—24 in., \$10.50; 30 in., \$12.75; 36 in., \$15.

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 30%. American netting, 2 in. mesh, 20% off.

Invincible—No. 1848, 72c a rod; 2060 79c. Put up in 10, 20 and 30 rod rolls. f.o.b. Montreal.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 1½ rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 21c a gallon; Palatine, 23c; Gasoline, 27c. These prices net.

Black oil (summer), 19c a gallon. Black Oil (winter), 21c; Capital, cylinder, 66c; machine oil, reg. grades, 36½c; Imperial gas engine oil, 56½c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon; ex. heavy, \$1.25. List less 25%.

Gargoyle, Mobiloil, A, E and Arctic, \$1.45; other grades, \$1.55. List less 25%.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net 9c, in barrel lots. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.10 per 400 ft. roll; No. 2, 75c; Surprise and Stag, 80c.

Tarred Fibre—No. 1, \$1.25; No. 2, 95c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; Spruce Sheathing, 36 in. and 72 in. wide, \$6. Asbestos Sheathing, \$8.25; carpet felt, \$3.75; tarred felt, 7, 10 and 16 oz., \$3.45; asphalt felt, \$3.75.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.45 a case; 4 gross (cartons), 4 in., \$1.50; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1½ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japaned, \$4.11 per dozen; No. 158, galvanized, \$4.38.

Pumps—	Pitcher	Closed
	Spout	Spout
No. 2	3.00	3.15
No. 3	3.45	3.85
No. 4	3.85	4.70
No. 70	...	6.00
No. 80	...	8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale

POCKET
H. BOKER & CO'S KNIVES
IMPROVED
TREE BRAND
TRADE MARK
RAZORS CUTLERY SCISSORS

Advertising

Paint Paddles

YARDSTICKS

Rulers, Thermometers, Gasoline Gauges

PRICES ARE RIGHT

if you buy direct.

YARDSTICKS	from	\$40.00	per 1000
RULERS	"	10.00	" "
GASOLINE GAUGES	"	20.00	" "
PAINT PADDLES	"	20.00	" "
THERMOMETERS	"	15.00	" 25

These prices include your advertisement F.O.B. Toronto, Ont. Special quotations on larger quantities.

*"They pay for themselves
And empty your shelves"*

J.W. Gravestock

Office:—

17 Glebeholme Boulevard, Toronto, Ont.

Guelph, Hamilton, Toronto, Kingston. add 50c per dozen net. F.o.b. London, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton, New Glasgow, Amherst, Fredericton, and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Snow Shovels—Standard list, less 37½%.

Staples (Fence)—Bright, \$4.40 per 110 lb. keg; galvanized, \$5.40.

Staples (Poultry netting)—Bright, \$7.25 per 100 pounds in kegs; galvanized, \$8.25. Discount 10 per cent. Net extras (not subject to discount)—Coppering, 60 cents per 100 pounds, 10-lb. wooden boxes, \$1.50 per 100 pounds; 25-lb. and 50-lb. wooden boxes, \$1.

Staples (in 10-lb. boxes)—Bed, ½ in., 20 cents a pound; ¾ in., 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$21.50 each; Perfection No. 33, 3 burner, \$26; Perfection No. 34, 4 burner, \$34; No. 22G oven for above stoves, \$8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$4.75. **Detroit Glass Front Oven**, No. 85, each; net. Hot Blast.

Stoves (Oil Heaters)—No. 525, \$8.00 each; No. 530, \$9.00; No. 630, \$12.00. Discount 30% off list on these three numbers. Hot Blast, 20% off.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz.

Stretchers, Curtain—Star, No. 1, 5 x 10 ft., \$27 dozen; No. 2, 6 x 10 ft., \$29.

Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.00; awning, \$4.50.

Tapes, Measuring (Luffin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., \$2.00. National Flat Track, 1¼ in. per 100 ft., \$10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine Binder—500 ft., 11½c a foot; 550 ft., 12¼c; 600 ft., 12¾c; 650 ft., 13¾c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ⅓ cent lb. on 10,000 lbs. and ¼

cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 61c; 4 ply, lb., 64c.

Cones, 3 ply, lb., 58c; 4 ply, lb., 62c.

Traps (Game)—Victor No. 1, \$2.00 per doz.; Giant, No. 1, \$3.10 per dozen; Jump, No. 1, \$3.10; Hawley Norton, No. 1, \$4.50; Newhouse, No. 1, \$6.75. All these include chains. Mouse, \$2.85 per gross. Rat, \$1.15 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, \$25.20 a dozen; No. 11, \$25.80; No. 11½, \$26.40.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Spikes, Ship—Base, ⅜ in. and larger, \$5 per 100 lbs. ¼ and 5/16 in., \$5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, \$15 per thous.

Squares (Steel)—No. 3, \$21.60 dozen; No. 14, \$19.60; No. 100, \$24. Nickelled and blued, extra.

Wire—Annealed or Bright—Advances over base price on sizes lighter than No. 9: No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Bright base, \$3.80. Annealed base, \$4.00. Galvanized base, \$4.05 for No. 9. Barbed wire, \$4.10. Coiled spring wire, 9 gauge, \$4.10.

On the Ocean Front

Fireproof

The Breakers

ATLANTIC CITY, N. J.



Comfortable, airy bed-rooms. Luxurious lobbies with spacious verandas and sun-parlors overlooking the ocean. Hot and cold running sea water in all baths. An ideal sojourn for those seeking rest or recreation. Evening concerts. Dancing.

Reduced Winter Rates

AMERICAN AND EUROPEAN PLANS

New Golf Club Privileges

Fireproof Garage

JOEL HILLMAN, Proprietor

HERCULES SASH CORD

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 45-50c.

Chrome yellow, 20-40c.

Brunswick green, 100 lb. keg, 12c.

Indian red, 100 lb. keg, 10-18c.

Lamp black, in bulk, 26c; packages, 30-38c.

Venetian red, best bright, 6-8c; No. 1, 5c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 4-6c.

French ochre, barrels, 6-8c.

Spruce ochre, 100 lb. keg, 6-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c;

French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultra-

marine blue, 70c; Prussian blue, 95c;

Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c;

Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c;

red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb.

packages, \$9.50; white, 2½-lb. packages,

\$9; colors 5's, packages, \$9; white, 5's,

packages, \$3.49; colors, 100's, packages, \$8;

white, 100's, packages, \$7.50; colors, bbls.,

(250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' Japan, gal

cans, \$3; I. V. liquid dryer, \$2.75. Discount,

50 per cent. on both these. Housepainters',

\$1.15.

Enamels (White)—Per gallon: Dougall

white enamel, \$6.40; Vitralite, \$7.93; Dura-

lite, \$6.10; Old Dutch, \$6.36; B-H "White"

Enamel, \$6.60; Martins, white, \$7.10; Satin-

ette, \$7.24; C. P. Co. Albagloss, \$6.40; C. D.

Master Painters, \$6.85; Mooramel, \$7; Lowe

Bros., Linduro, \$7.10; Sunshine, white, \$6.10;

Kyanize, \$8.10; Solpar, \$4.60; Paripan, \$9.10;

Jasperlac, \$4.25; Invincible, \$6.10; Hillcrest,

\$5.50; Adelite A. & E., \$7.65; Floglaze, \$4.60;

Ripolin, \$7.19.

Glass—Star or Double

Case lots. 16 oz. or 24 oz.

Up to 25 \$ 6.00 \$ 9.80

26 to 40 7.45 12.20

41 to 50 8.10 13.30

51 to 60 8.45 13.80

61 to 70 8.80 14.40

71 to 80 9.30 15.15

81 to 90 10.85 17.65

91 to 100 11.40 18.50

101 to 110 20.65

111 to 120 22.15

Discounts—Imported, 7½%; domestic, 5%.
Cut size sheet glass, 75 per cent. off Nov-
ember, 1920, list. Plate glass, 50%.

Glaziers' Points—Zinc coated, 7c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal	Toronto
Anchor, pure	\$14.25	\$14.70
Champion pure	14.25	14.70
Crown Diamond, pure ..	14.25	14.70
Green Seal, pure	14.25	14.70
I. V. Perfection	14.25	14.70
Ramsay's pure	14.25	14.70
Moore's pure	14.25	14.70
Tiger, pure	14.25	14.70
O.P.W., Dec., pure	14.25	14.70
Elephant Genuine	14.75	15.20
BB Genuine, less than tons	15.60	16.05
Maple Leaf, pure	14.25	14.70

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$9.75; Genuine, 100 lb. casks, \$10.75; less quantity, \$11.75. F.o.b. Montreal and Toronto.

Glue—English, sheet, per lb, 24 to 30c; White pig's foot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glucos, 112 lb. bags (English), per lb., 20 to 22c; Canadian, 16 to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.25. Boiled—1 to 2 bbls., \$1.28.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

	White.	Tints.
Muresco—Per 100 lbs.	\$7.15	\$8.25
350 lb. bbls.	8.00	9.10
200 lbs., half bbls.	8.25	9.35
100 lbs., kegs	8.80	9.90
Cases, 20 5-lb. pkgs.		

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paris Green—100 lb. lots—½ lb. paper cartons, per lb., 40c; 1 lb. paper cartons, 38c; ½ lb. tins, 42c; 1 lb. tins, 40c; 25 lb. tins, 36c; 50 and 100 lb. drums, 34c; 250 lb. kegs, 31½c; 600 lb. barrels, 31c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish (O-Cedar)—4 oz. bottles, doz., \$2.40; 12 oz. bottles, \$4.80; 1 qt. can, \$12; ½ gal. cans, \$20; 1 gal. cans, \$28.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$4.70; 100 lb. drums, \$5.20; 25 lb. drums, \$5.45; 12½ lb. irons, \$5.70; bladders in bbls. (400 lbs.), \$6.45; in cases (100 lbs.), \$6.70. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Varnisher, \$3; Chalco, \$3; Klensa, \$3; Cumoff, \$3; Dougall Lingerwett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per gal. in 5-gal. lots—White, \$4.75; orange, \$4.25. Gal. jugs, white, \$5.05; orange, \$4.55. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	\$1.45	\$1.70
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Soligum	1.30	1.50
Martin Senours	1.45	1.65

Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.
Turpentine—Single bbls., gal., \$2.25; 2-4 bbls., gal., \$2.24; 5 gal. lots, per gal., \$2.35.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.18; Hard Oil, \$2.76; Gold Medal, \$3.42; Elastilite, \$3.95; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; Sun Aero Spar, \$4.60; Sun Waterproof Floor, \$4.10.

Glidden Wearette, \$4; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; In-destructo, floor, \$3.40. Pale Hard Oil, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copalite, \$4.10.

M-S Marble-ite Floor, \$4.32; Wood-Var, \$4.16; Durable Spar, \$5.23; Finest Interior, \$4.97.

Moorlastic Floor, \$4.25; T. 45 Floor, \$3.50;

Moorvar Interior, \$3.25; Moore's Spar, \$5.

S. W. Mar-not, \$4.03; Rexspar, \$5.14;

Scar-not, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; House Spar, \$4.60; Floor, \$4.60; Interior, \$3.60.

Kyanize Spar, \$5.25; Cabinet Rubbing, \$4.95; Interior and Floor, \$4.95.

Luxeberry light, \$4.56; Granite, \$4.56;

Spar, \$4.73.

Ramsay's Universal, \$3.80; Agate Floor, \$3.80; 400 Hard Oil, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior,

\$4.60; General purpose, \$4.28; Furniture,

\$2.30.

Dougall Univarnish, clear, \$4.50; Trans-

parent, spar, \$5.00; Transparent, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105,

Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b.

Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. pack-

ages—Frescota, white, \$8.50; colors, \$9.50;

Decotint, white, \$7.50; colors, \$8; Coralite,

white, \$9; Perfecto, white, \$8.50; Rockface,

bbls., 250 lb., 5c; Opalite, 300 lb. bbls.,

16c; Opalite, 100 lb. pkg., 17c; 1 gal.

packages, per pkg., \$1; ½ gal. package, per

pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls.,

10½c; Sturgeon's Solpar, 10c.

Waste—Cream, polishing, 21c; White—xxx,

21c; Colored—No. 1, 14½c.

Wax—B-H Wax, 45c; Berry Bros., 50c;

Imperial Floor Wax, 35c; Anchor, 38c;

O.P.W. Lion Brand, 38c; Old English, 67c;

Johnson's, 67c; Jamieson's liquid wax, gal.,

\$3.60; Ramsay's, 45; Martin-Senours, 38c;

I. V. Wax, 38c; Sherwin-Williams, 48c; Sol-

par, \$1.75; Crown Diamond, 38c; Hillcrest,

45c; Plymouth Rock, 45c; Champion white,

50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., \$2.00; Gilders,

bolled in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons,

\$1.50; Methylated Spirits, \$1.50.

Wood Filler (Paste)—Kleartone—All col-

ors except mahogany—1 lb. cans, 28c a

pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb.,

22c. Mahogany 5 cents a pound higher.

Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond,

per gal. in qt. tins, \$1.70.

RADIANT FLOOR WAXER

The Garton Mfg. Co., 62 Dundas Street East, Toronto, is introducing a waxing machine which has two waxers on the one side, while on the other are two brushes for polishing. In this improved model, these waxers are detachable for the purpose of re-filling. The waxers are made in two sizes.

STEEL

Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

THE STEEL TROUGH & MACHINE CO. LTD.
TWEED-ONT.

THE PARMENTER BULLOCK CO

Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

EAGLE LAMP BLACK

Made only by

THE L. MARTIN COMPANY

45 East 42nd St., NEW YORK

Agents in

Montreal, Winnipeg and Toronto

ADVERTISERS IN MARCH ISSUE OF "HARDWARE and ACCESSORIES"

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THE LATEST DEVELOPMENT IN WRENCHES

"IT CAN'T LET GO UNTIL YOU LET IT"

Make your customers happy by selling them a Universal.

As far ahead of the ordinary wrench as the automobile is ahead of the stage coach.

Prices reduced.



An adjustable wrench, an offset wrench, a full ratchet wrench, a pipe wrench, a pair of pliers all in one tool. The best wrench value on the market.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH COMPANY, 2 Medbury Lane, Windsor, Ont.

BENJAMIN

DIM-A-LITE

A Nationally Advertised Product

All over Canada there is a growing demand for Benjamin DIM-A-LITE SOCKETS—The convenience and economy that this very useful device affords is nothing short of marvellous—Benjamin DIM-A-LITE counter display cards are attractively colored and illustrated. Each card contains 10 DIM-A-LITE sockets conveniently arranged for easy selling—Our aggressive advertising campaign will bring customers to your store—Have your stock in order—If your jobber cannot sell you DIM-A-LITE sockets write us direct and your requirements will be attended to.

Rich Harvest of Sales for Every Hardware Dealer.

BENJAMIN ELECTRIC MFG. CO. OF CANADA

Montreal

TORONTO

Winnipeg

DIM-A-LITE

Six changes of light by pulling the regulating chain — just like gas.



DIM-A-LITE
Any degree of light.

There is a quick turnover and good profit in selling Benjamin wiring devices—More and more Hardware dealers are realizing this fact. We will be pleased to send you interesting literature on new Benjamin devices that every home needs and which offer you a means of increased trade and more profit.



Special household assortment boxes

Include one of our Special Household Assortment Boxes in your next order.

Assortment Box No. 199 contains half dozen each of 2½ inch, 3 inch and 3½ inch black bristle flat paint brushes to sell at 35, 50 and 60 cents.



Assortment No. 157 has one dozen assorted brushes, retailing at from 20 to 45 cents, mounted on an attractive five color counter display card.

We have just issued a new catalog. It contains information about our complete line of brushes, etc. If you would like a copy, just drop us a line and you'll receive it by return mail.

Order Now For Spring Trade.

Meakins & Sons, Ltd. Hamilton, Ont.

Warehouses at: Montreal Toronto London Winnipeg Calgary Vancouver Liverpool

COMMUNITY PLATE

ANNOUNCING THE *Bird of Paradise*

NEVER have we produced a design which has received such immediate approval—not only from women whose social demands are the most exacting, but from artists and connoisseurs of note. For instance,

MAXFIELD PARRISH, *Artist*
BARON DE MEYER, *Decorator*
COLES PHILLIPS, *Artist*
ELSIE DE WOLF, *Decorator*

This design reflects the *modern* note in decoration—the new, interesting and colorful. Truly of the vogue.

Six Teaspoons
\$4.25
At Your Dealers

ONEIDA COMMUNITY-MADE

Reproduction of a Full Page Ad appearing in MacLean's Magazine May 15, Saturday Night May 19, in the June issues of Everywoman's World, Canadian Home Journal, and Western Home Monthly, Saturday Evening Post May 19, Vogue May 15, and June issues of Ladies' Home Journal, Woman's Home Companion, Pictorial Review, McCall's, Good Housekeeping, Delineator and Red Book.

HARDWARE

ACCESSORIES · SPORTING GOODS

PAINTS · HEATING · ELECTRIC · HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

Published Monthly by WESTON WRIGLEY, 123 Bay Street, TORONTO



Your Store deserves the best

The people in your community look to you to supply them with the best White Leads, Paints and Varnishes that can be obtained. Each house, each barn painted in your locality should be an advertisement for you. Each sale of paint, white lead or varnish should produce a satisfied customer for your store.

Your store, therefore, deserves the best. B-H products are manufactured with one end in view—Quality. For years we have been producing the best White Leads, Paints and Varnishes it is possible to make and B-H agents throughout Canada recognize that they have a superior line. No matter what the requirements may be, there is a high quality product possessing characteristics that guarantee the perfect performance of the particular purpose for which it is designed.

Our two premier products, Brandram's Genuine B. B. White Lead, the world's standard for almost 200 years, and B-H "English" Paint, the paint with the guarantee, are symbolic of our entire line.

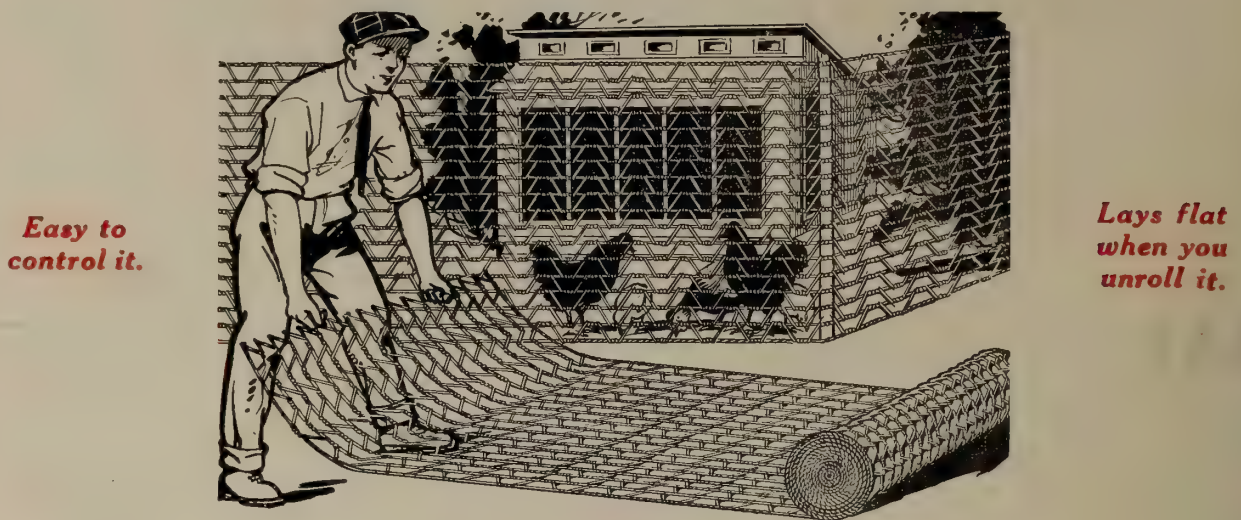
Ask for Particulars of our Agency Proposition.

BRANDRAM-HENDERSON LIMITED

MONTREAL HALIFAX ST. JOHN TORONTO WINNIPEG
MEDICINE HAT CALGARY EDMONTON VANCOUVER

"Save the surface and
you save all" *Paint Varnish*





GREENING'S LAY-FLAT POULTRY FENCE

Brings You a Profitable Spring Business

The dealer with a stock of Greening's Lay Flat Poultry Fence can make a nice profit this spring. So many people are raising poultry these days that there will be a certain demand for this fence.

Poultry raisers are quick to appreciate the advantages of Greening's Lay Flat Poultry Fence. It unrolls straight and even like a carpet. It stretches perfectly and stays in shape. It saves time, material and labor because baseboards and top rails are unnecessary. It has ample strength.

Order Greening's Lay Flat Poultry Fence through your jobber now and don't disappoint your customers.

The B. Greening Wire Co., Limited
Hamilton, Ontario

**"Ask The Dealer
Who Sells It"**



OAKVILLE ALUMINUM WARE

**Pays The Dealer Profits
Gives The Customer Value**

THE
GOOD
POPULAR
PRICED
LINE

IT SELLS
FOR LESS

**WILL
OUTWARE
ANY
WARE**



WHAT EVERY HOUSEWIFE WANTS

Convenience, Durability and Beauty are the factors that satisfy the customer's desire and ring up sales on the dealer's cash register.

"Oakville Ware" has the best selling features of Convenience—the handle of the tea kettle locks in center position, the cover locks on the top of the potato pot, the handles of all utensils are rounded and smooth. For Beauty and Durability they are the leaders, every article being guaranteed.

Every effort is being made to produce "Oakville Ware" at the most moderate cost consistent with the Highest Quality of materials and Faultless Workmanship.

We can help you make a "Special Aluminum Sale" a huge success. Ask us for our Special Window Proposition.

The Aluminium Ware Mfg. Co. Limited
Oakville CANADA

Selling Agents
RICHARDSON & BUREAU, MONTREAL

"Hobbs Gold Medal Grade"

The First for Quality



The Best for Value

GOLD MEDAL

Farm and Harvest Tools are real money savers. High quality considered, they are the lowest priced tools made.



"GOLD MEDAL"

Farm and Harvest Tools are made of :

the highest grade tempered steel, especially adapted for Farming Tools; selected Second Growth Handles, polished, waxed, and attractively labeled. Each tool is carefully tested as to balance, hang and set. Handles encased in paper bag, ensuring clean stock.

ABSOLUTELY GUARANTEED

Have you received our Spring and Automobile Accessories Catalogue? Gladly sent on request.

THE HOBBS HARDWARE CO., LIMITED

LONDON



ONTARIO

It Pays to Feature Quality

It is something worth while to be able to say to your customers, "I handle the best razor that there is." And to have unshakable faith in every razor that goes out of your store—

To know that the razor will live up to your claims and ours ;

To know that you have sold a lifetime's satisfaction and made a permanent customer for Gillette blades and other articles that you sell.

Gillette Safety Razors build up a store's reputation for honest goods that give lasting satisfaction.



The Traveller Set.

Stock up Now



The Tuckaway

The hot weather makes beards grow faster and more wiry.

The blazing sun burns men's faces and makes them tender.

The barber shop, with its long waits, is never less inviting than in the dog days.

The vacation trip is sure to involve shaving under difficulties.

The holiday spirit loosens purse strings, and induces a man to treat himself to the world's best razor as a part of his vacation enjoyment.

These circumstances combine to make it worth while for you to push Gillette Safety Razors throughout the summer.

If you are short of Signs or Advertising Material, write us.

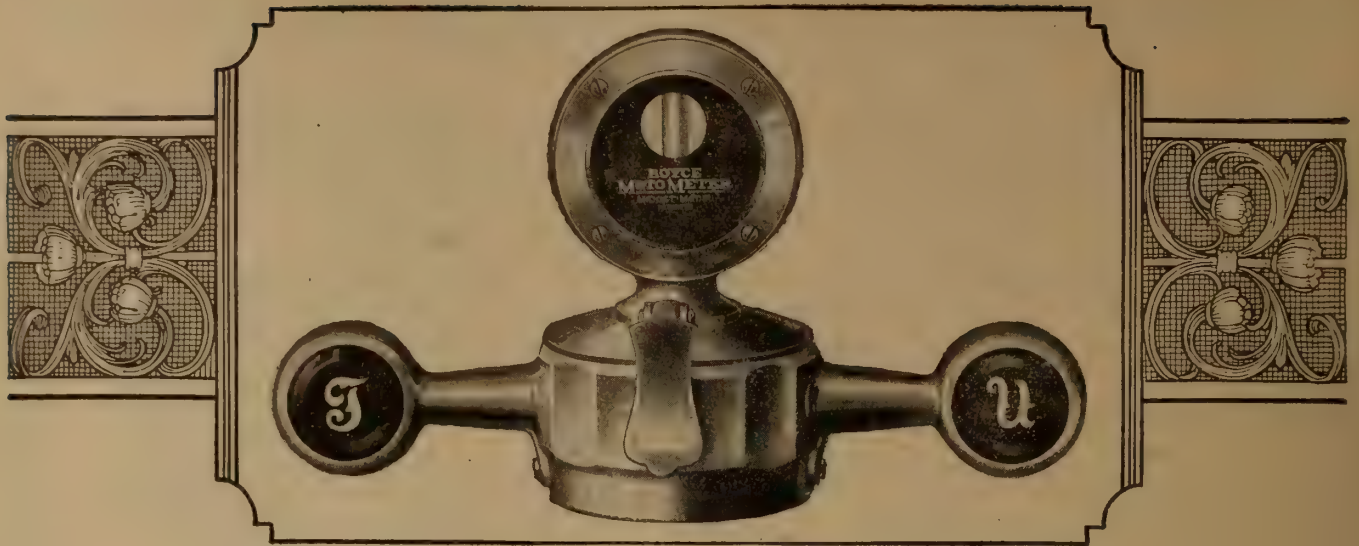
Gillette

Safety Razor

*The New
Improved*
\$5.20

GILLETTE SAFETY RAZOR CO.
OF CANADA LIMITED
MONTREAL
QUE.

*The Brownie
Gillette*
\$1.00



Announcing the Aristocrat Model for the Ford

Here is an important addition to the Boyce Moto-Meter line that will enable you to make a special appeal to the vast market of Ford owners.

The Aristocrat Model is a small reproduction of the larger instruments—doing the same work with the same unfailing accuracy—but with added features that enhance tremendously the appearance of the car.

The Schlaick lock with which the Aristocrat Model is equipped is a patented device that protects the Boyce Moto-Meter against theft and breakage. It can be installed on a radiator of a Ford Car in a very few minutes, but can be removed only by the

owner. In the bull's-eyes at either end of the cross bar are crystals under which can be shown the owner's initials, fraternal insignia, club emblems and a variety of designs which are listed on a return post-card packed with each instrument. Any of these designs will be supplied free of charge to the purchaser. Aside from its utility the beautiful design and clean cut finish of the Aristocrat Model make it a handsome ornament.

In the Aristocrat Model you have a new sales argument that is definite and convincing. This instrument appeals to the buyer of the light car, the largest Automotive Market in Canada.

BOYCE MOTO METER

The Motorists Choice—The Accurate Boyce
Your Car Deserves One.

To display the BOYCE MOTO-METER SERVICE STATION SIGN is to attract trade, not only on our line but all other nationally known brands of automobile equipment. We earnestly solicit the support of every good dealer to use this means to build more prestige both for himself and for us.



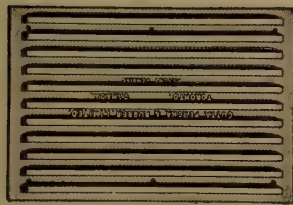
Ask 'Em to Buy



Automotive Equipment

With An Established Good Sales Record

"GUTTA PERCHA"



Step Pads



Running Board Mats



Rubber
Headed
Mallets



Sealtite
Patches

Running Board Mats, Radiator Hose, Rubber Headed Mallets, Blow-out Patches, Cementless Patches, Vulka Patches, Seal-Tite Patches, Floor Mats, Gasoline Hose, Pedal Rubbers and Wind-proof Mats, for Ford Cars in models for Sedan, Touring and Coupe Bodies.

Gutta Percha & Rubber, Limited

Head Offices and Factories: Toronto

Branches from Coast to Coast



GOOD YEAR

MADE IN CANADA

TIRE SAVERS













Readily Accessible

QUANTITY is always of first importance in any product. Accessibility is a close second. Goodyear Tire Accessories are of highest quality. They are also readily accessible.

These wholesalers of automotive supplies will fill your orders promptly.

Canadian Fairbanks-Morse Company, Limited
St. John, Montreal, Toronto, Winnipeg, Vancouver

St. Lawrence Oil Company
Gananoque, Ont.

R. G. Edgecombe & Company
London, Ontario

Miller-Morse Hardware Company, Limited
Winnipeg, Man.

Bowman Bros., Limited
Regina and Saskatoon

Motor Car Supply Company, Limited
Calgary and Edmonton

Mackenzie, White and Dunsmuir
Vancouver, B.C.

The Sumner Company, Limited
Moncton, N.E.

The Goodyear Tire & Rubber Co. of Canada, Limited.

Specify the Slater Line



Spring is coming, I am back
To greet you with a song
Of number 1915 track
And hangers good and strong.

Why it is Best to Sell Number 1914 Hangers —and 1915 Track.

1. The trolley—rigid in Slater No. 1914 hanger the trolley is made of malleable iron—not light pressed steel pieces.
2. The top loop—more rigidity. And the top loop is made of heavy malleable iron, too—not pressed steel—an added reason for rigidity.
3. The lower loop—stronger. 10 gauge pressed steel—about twice as wide as the average loop.
4. The pendant—adjustable. Will fit any door $1\frac{1}{2}$ " to $2\frac{3}{4}$ " thick.
5. The packing—easy handling. Neatly packed ready for setting up.
6. The selling—profitable. You can sell—when you know these differences—more No. 1914 hangers than any other.

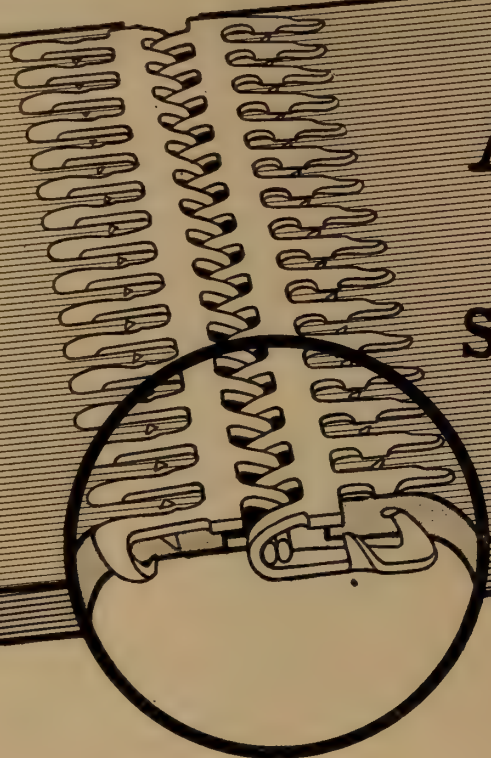
N. SLATER COMPANY, LIMITED

Hamilton, Canada

H. E. O. BULL, Montreal
T. MORTIMER & CO., Toronto

N. J. DINNEN, Winnipeg
A. T. CHAMBERS, Vancouver





ALLIGATOR

TRADE MARK REGISTERED U. S. AND FOREIGN PAT. OFFICE

Scientific STEEL BELT LACING

The Quick, Easy, Economical Lacing

This is the lacing that has been used by farm implement manufacturers and by hundreds of thousands of farmers for years. Only a hammer to apply it. Makes a smooth flexible hinged joint no thicker than the belt. Note how teeth clinch and bind the belt fibres in equal service. "Every Tooth a Vise."

Advance Notice To The Trade:

ALLIGATOR STEEL BELT LACING IN "HANDY-PACKAGES"

2 Complete 6 in. Sets With Pins In Each Package—10 Packages To The Carton.
Put Up In Four Sizes. (See Descriptions Below).

Where dealers formerly split boxes to supply lacing, often without pins, these new packages give a complete lacing outfit—exactly what you and your trade require.

National Advertising Campaign Starting At Once

The HANDY PACKAGE is being backed up with an extensive advertising campaign including sixteen state farm papers, large frequent space in the Country Gentleman and in threshing and power farming publications.

Every small shop and every farmer owning a gas engine, thresher or tractor will want one or more sizes. Be prepared. Standard discounts apply. Rapid turnover is assured.

Order From Your Jobber Today.

FLEXIBLE STEEL LACING CO.

4667 Lexington Street, CHICAGO

In England at 135 Finsbury Pavement, London, E. C. 2

Descriptions of Sizes of "HANDY-PACKAGES"

Size 15-s. For light single leather 3 ply fabric belts, 1/8 to 5/32 in. thick.

Size 25-s. For medium single leather or 4 ply fabric belts, 3/16 to 7/32 in. thick.

Size 27-s. For heavy single leather or heavy 4 or 5 ply fabric belts, 1/4 in. to 9/32 in. thick.

Size 35-s. For double leather or heavy 5 or 6 ply fabric belts, 9/32 to 5/16 in. thick.

Do You Use ALLIGATOR STEEL Belt Lacing?

Quick



Easy

Special Handy Packages Complete With Pins

For Sale Here

Handsome Display Card in each carton of 10 "HANDY PACKAGES". Can be used for counter or window display or as wall hangers. It will sell Handy Packages for you. Use it.

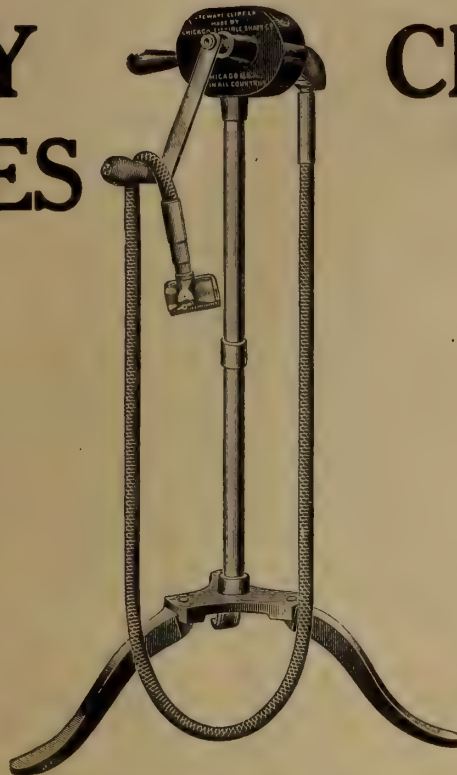
DISPLAY MACHINES

An Amazing New
Market For
Clipping Machines

Sales Can Be
Doubled To Farmers
With Dairy Cattle

6 lbs More Milk A
Day From Each Cow

"Clipping saves a big feed bill,
keeps lice away, and gives the
cows more comfort. One clipped
cow pays for the machine."



**STEWART NO. 1
CLIPPING MACHINE**

\$12. 75

Western Canada \$13.25

CLIPPING NOW!

Millions Of Cows
Waiting To Be
Clipped

Clipped Cows
Give more milk.
Give more butter fat.

Clipped Young Stock
Thrives Better.

Proven by a Nation-wide
Investigation.

Spring is the season for clipping
work horses and driving horses.
Farmers know horses and mules
work, feel, and look better when
clipped.

"\$1.68 a day more," says one farmer—"4 to 8 lbs more milk per day," says another. Another: "best remedy for lice,"—and so on right through the whole list. It does get more milk, more butter fat, more money for cows that are sold; saves on feed and labor. It brings the bacteria count down and the dairy price up. It helps get the blue ribbons—and its all so easy, so simple, and takes so little time that there is only one side to the question. The farmer who doesn't clip his cows is losing money. Now dealers have a double market for clipping machines—the old market created because clipping kept horses feeling fit and increased their usefulness—and this **brand new market**—a tremendous—a never-ending market which the farmer himself has discovered.

Not Necessary To Carry A Big Stock

There's no need to carry big stocks of clipping machines, because your jobber is in a position to make quick delivery. But the dealers who are selling most of them are **displaying clipping machines**. Just a small investment in a couple of clipping machines displayed conspicuously is bringing the farmer in to buy. **Display clipping machines**. They are good to look at—and they're such big values at the money—they bring in such big returns for the user that they'll sell themselves.

Don't wait for farmers to ask for them—Display Clipping Machines NOW.

FLEXIBLE SHAFT COMPANY LIMITED

363 CARLAW AVENUE, TORONTO

Largest Makers of Clipping and Shearing Machines in the World.

Poultry Raisers are Buying Fence

Are You Ready?

The demand for poultry and eggs is increasing so rapidly and the industry is bringing such profits that farmers and townspeople alike are everywhere raising chickens.

Poultry raisers are realizing that it pays to have hens lay all the eggs at home and this spring will see big sales of poultry fence. Dealers who like to keep a step ahead of competitors will have an ample stock ready so their customers won't be disappointed.

Peerless Poultry Fence offers the dealer definite advantages; heights from 3 to 8 feet meet every requirement; it lasts five times as long as netting; boards and top rails are unnecessary. Every sale makes a satisfied customer.

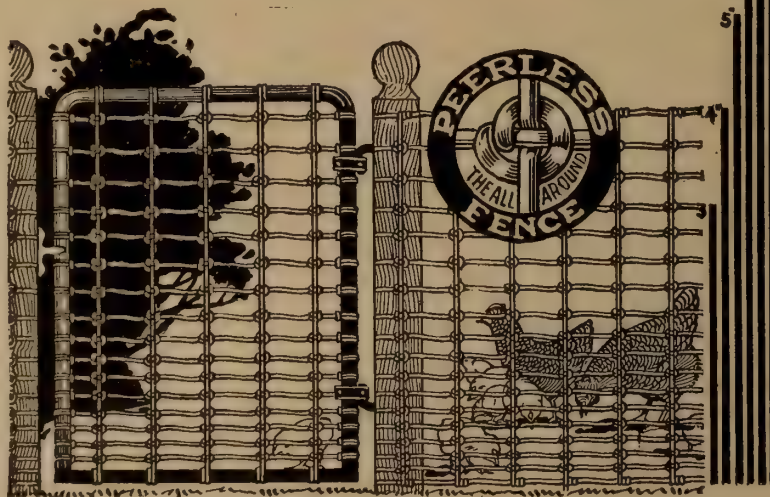
Last year we had some difficulty in keeping up with orders for Peerless Poultry Fence. We advise you to order now.

Peerless Wire Fence Company Limited

Hamilton, Ontario

Peerless Poultry Fence comes in heights from 3 to 8 feet.

Note the square corners on the Peerless Poultry Gate that keep the little chicks from straying.



Sells like the Dickens to owners of chickens.

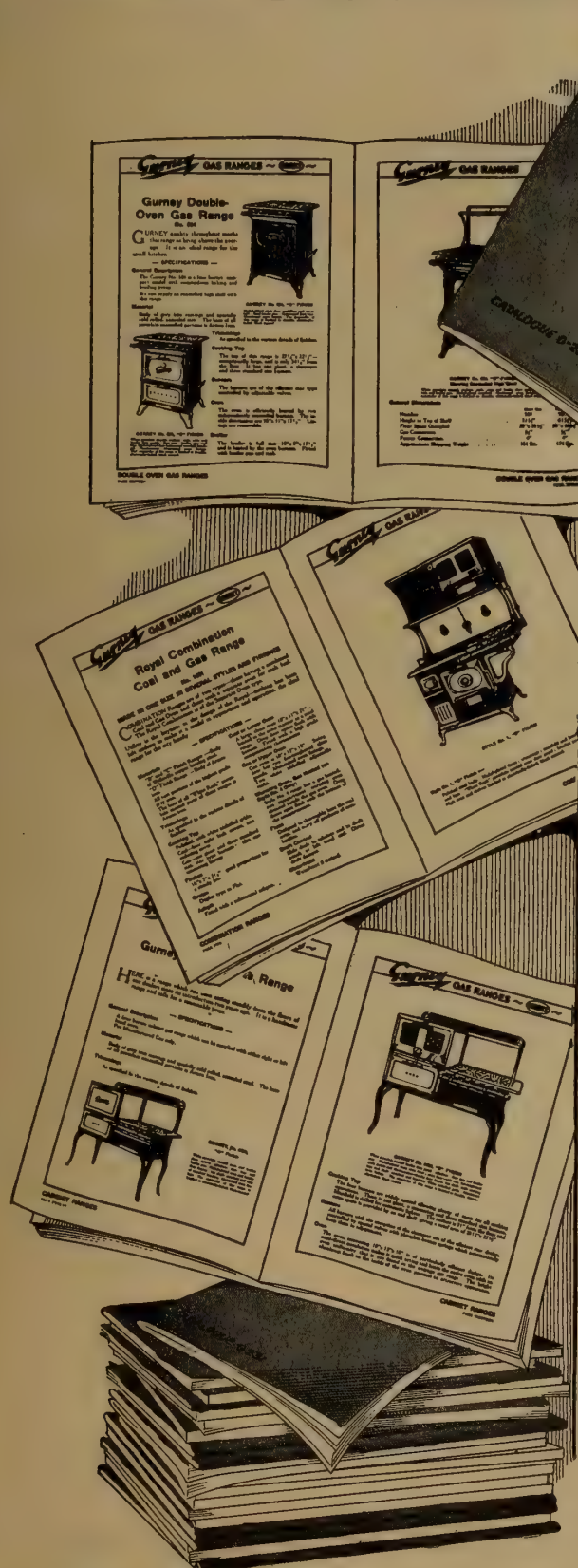
PEERLESS FENCE

STANDS EVERY TEST

Gurney

PRODUCTS

You Are Not
Giving
Yourself
A
Fair Chance



in the drive for Spring Gas business if you don't have some of the new Gurney Gas Ranges on your floor.

These ranges are fully described in our new Catalogue which is just off the press and is now ready for distribution.

Be sure that you get a copy and be surer that you order some samples immediately for your floor.

Ask for Catalogue G-231

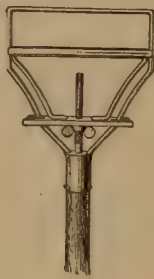
The Gurney Foundry Co.
Limited

Toronto
Winnipeg

Montreal
Vancouver

There are Tarbox For Every

A New Development in No. 14 Mop Stick



Until now we have made this in the *Janitor* size only. We now have it in a *Domestic* size.

Handles 1" x 48" with the head construction makes it 55" over all as compared with 48" in numbers 2, 6, 8, etc.

Every dealer has customers anxious to secure a mop that will end mop buying. This one should last a lifetime.

It carries the same size galvanized wires and construction as the *Janitor* except it is one inch narrower in the head.

Priced to retail at the cost of a good broom.

Mr. Buyer:

The extraordinary advances in the cost of cotton compelled us to make material advances on our Mops carrying this stock. While this has not applied to the same extent on wood and metal raw materials, still we have been compelled to adjust our prices to the new costs.

Whereas these universally known conditions force us along with the crowd, there are others with mitigating results under our control, and you will find in the SELF-WRINGING and CRANK WRINGING MOPS improvement in finish and selling appearance.

In Tarbox Brand Common Mop Sticks

Nos. 2, 6, 7, 8 and 10, you have always noted absolute freedom from claims or complaints. Have you become so accustomed to expect quality in these lines that you fail to appreciate the constant care and production cost that is required to assure this dollar for dollar value in the delivered product?

In placing your specifications it is worthwhile considering this.

It is to our mutual advantage that you continue to specify "Tarbox Brand" through your Jobber. At the same time it pleases us to mail our catalogue illustrating our products to the smallest buyers, and we supply small advertising cuts of our Washing or Dusting Mops *free of charge*.

We wish to thank you for the growth of our business and remain,

Very Sincerely yours,

TARBOX BROS.

Brand Mops Purpose

Tarbox Brand "Chemically Treated"

Dusting Mops and Hand Dusters, are recognized as a distinct class after many years of testing experience in Canada and overseas. The fabric contains a chemical compound which gives an ideal "dust absorbing" feature. They are not oil-soaked or greasy; will not smear nor soil. This chemical treatment outlasts the life of the mop or duster. *The Tarbox Brand requires no chemical recharge.*

"Hood" Dusting Mop

This is a reconstruction of the Hood we made in 1913 to use on Crank Mops for dusting, making it an independent Mop. It is very flat, permitting its use under radiators and very low furniture. The illustration shows the swing of the handle which gives all the flexibility required in use.

The frame is a complete unit which the Hoods are made to fit. Handles are 54".

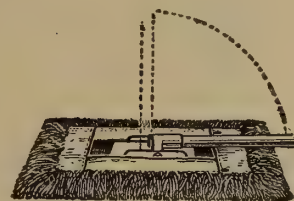
The surface spread of Hood is 11" x 17", made in three styles:

	Retail		Retail
Chemically Treated Hood.....	\$1.75	White (Untreated) Hood.....	\$1.00
Colored (Untreated) Hood.....	1.25	Frame and Handle.....	.50

The Hoods are attached with Dome Fasteners, making a quick change possible from floor to ceiling mop with one frame only.



Floor Polisher-Dusting Mop.
No. 1-10" Head.....\$1.75
No. 2-14" Head.....\$2.25



Handle Dusters



Nos. 1, 2 and 3 are intended as domestic or household dusters.

	Retail Price
No. 1. Standard.....	\$.60
No. 2. Standard with longer hdl.....	.65
No. 3. Mantle Duster.....	.75
Mantle Duster in white (not treated).....	.50

Nos. 4 and 5 for Automobile and Mechanical work.

	Retail Price
No. 4. Auto Duster.....	\$.90
No. 5. Bushby Duster (black).....	1.25
The Bushby Duster is a large, substantial Duster—the wires pass through the length of handle, locking with ring outside.	

These are Specially Treated for the use intended.

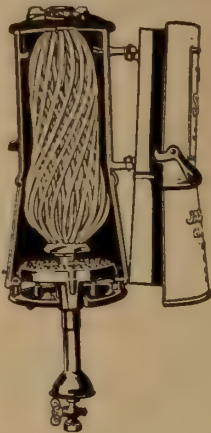
The above illustrations are made to scale, showing relative sizes.

If you have not been handling our Dusting Line we regret it; but your loss has been greater than ours. Our unsolicited repeat orders are most gratifying.

TARBOX BROS.

Manufacturers of Mop Sticks for Every Purpose.

Toronto - Ontario



STACK GAS WATER HEATER
The upright tubes give speed and gas saving.



MORRISON PRIMING CUPS
strong and well finished with hand ground spring plugs.



MORRISON SELF CLOSING BASIN COCK
ball bearing.



MORRISON INJECTOR



SOLDELESS COMPRESSION FITTINGS & GASOLINE COCKS
in all styles and sizes.

Globe Valves Pipe Tools
Angle Valves Iron Pipe
Check Valves Pipe Fittings
Gate Valves Brass Pipe
Plumbing Fixtures Brass Fittings
Cellar Drainers Brass Tube
Jet Pumps Brass Rod
Injectors Sheet Brass
Ejectors Brass Wire
Reducing Valves Solder
Water Gauge Mountings Lead Pipe
Safety Valves Soil Pipe
Pressure Gauges Soil Pipe Fittings
Bells and Gongs Range Boilers
Steam Whistles Hair Felt
Hydrants Valve Packing
Pumps Sheet Packing



HOSE GOODS
of every description.

The JAMES MORRISON BRASS MANUFACTURING COMPANY, Limited
93-97 Adelaide Street West TORONTO

Will Sell Your BRUSHES and ACCESSORIES



No. 24

No. 24-N 8' Case shown \$260.00, and 6' at \$200.00. A full line of show cases in stock. Wall Case Sections, Counters, Tables, and Shelving for complete store equipment. Send your floor plan and idea of requirements.

THE WALKER BIN & FIXTURE CO. LIMITED
KITCHENER - ONTARIO



—“and how about a new Frost Fence this year?”

Every time an owner of rail fences or any other kind of ordinary fence enters your door, you have this alternative before you:

- (1) Shall I wait till he takes the initiative and asks me about Frost Fence?—or—
- (2) Shall I get busy and “start something” myself, now?

You must decide—“for better or for worse.”

We know a man who never misses an opportunity to talk judiciously about Frost Fence. That man happens to stand very high on our list of result-getters.

Frost dealers have behind them the Frost organization eager at all times to be of helpful service.

Above all there is Frost Fence—the fence with the famous hold-tight lock, the waved laterals, the rust-resisting wire—the fence that outlasts all others and is therefore the greatest fence value the farmers' money can buy.

FROST STEEL AND WIRE CO., LIMITED

HAMILTON

ONTARIO

Makers of Galvanized and Bright Wire; Hay Wire and Bale Ties; Woven Wire; Farm, Factory and Ornamental Fences; Galvanized Gates; Manufacturers' Wire Supplies; U-Bar Steel Fence Posts

NEW AND IMPROVED "T. F." Surface Floor Hinge

The only type of
Floor Hinge made
in Canada.

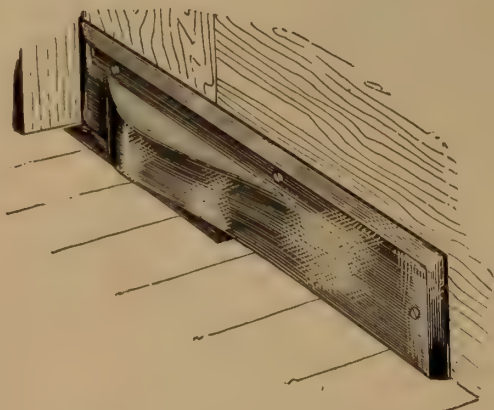
DOUBLE ACTING — BALL-BEARING — ADJUSTABLE

BUILT FOR WEAR

—EMBODIES ALL THESE FEATURES

- Neat in appearance.
- Most durable.
- Silent in operation.
- All working parts are above floor.

If your jobber does not carry T. F. Chief Double Acting Surface Floor Hinge—Write us direct.

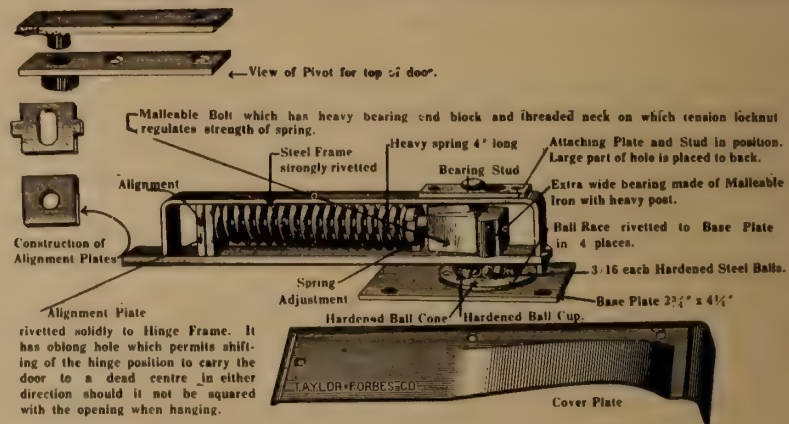


Details of Construction

The frame is of steel in two pieces strongly riveted—steel base plate $2\frac{3}{4} \times 4\frac{1}{4}$ drilled and countersunk—steel ball bearings—4-inch coiled spring and tension locknut simple yet positive alignment feature. Perfect lubrication—side plates plated and lacquered to match other hardware—packed one in a carton, complete with screws and pivots.

Send for Folder.

DIAGRAM SHOWING HOW EVERY PART IS DESIGNED TO GIVE SATISFACTORY SERVICE



This is accomplished by placing a punch against the companion plate next to the spring and moving it (by tapping with a hammer) in the opposite direction from which you wish to throw the door.

This pair of alignment pieces are corrugated to prevent them slipping back when the door is in operation

Manufactured in Canada by

Taylor Forbes Company, Limited

"Makers of World's Best Lawn Mowers"

Head Office and Works:

Guelph, Ontario

Quebec

St. John

Halifax

Winnipeg

Regina

Calgary

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HARDWARE

ACCESSORIES - SPORTING GOODS
PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT
A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

A Consolidation of
HARDWARE and
ACCESSORIES
CANADIAN TIRE and
ACCESSORY JOURNAL
and the
CANADIAN HARDWARE
JOURNAL
Established 1909

CIRCULATION OF THIS ISSUE 4000 COPIES

VOL. 15—No. 4

STAIR BUILDING, TORONTO, APRIL, 1923

\$1.50 Yearly in Canada

MUTUAL INSURANCE IS POPULAR

SECRETARY Macpherson, of the Ontario Retail Hardware Association informs **HARDWARE AND ACCESSORIES** that approximately 75 per cent. of the members of the Ontario Association are, at the present time, carrying some insurance in the "Hardware Mutuals."

"That the Mutual is making splendid progress", continues Mr. Macpherson" is evidenced by the fact that cash received for Premiums in 1922 is $2\frac{1}{2}$ times that received in 1921. The same laws apply in Insurance as in business, as by increasing the turn-over in Insurance, it reduced their overhead expense from 30 to 20% in one year. I think that greater progress than ever is in sight for 1923".

Mutual Insurance has won success in Ontario, Quebec and other provinces in Canada in spite of the misrepresentations of the old line companies who hated to see their monopoly disturbed.

Conservative hardwaremen who have not yet placed a share of their business with the Hardware Mutuals will do well to carefully weigh the stories of success and returned dividends told by Mr. Macpherson and other hardwaremen against the biased arguments of agents for old line fire companies which retain their dividends instead of sharing them with policy holders.

EVERY KNOCK IS A BOOST

IF your competitor misrepresents you ignore the irritation and do not descend to his level. Pay attention to your own business and remember that as your business grows you may expect attacks and misrepresentations from competitors who regard you as an interloper in a community in which they consider themselves to have a monopoly.

Better rely upon the intelligence of your friends than to treat them as lacking the power to discern the motives behind your competitors actions.

SHOULD RETAILERS BE LICENSED

MINNESOTA hardware merchants are discussing the desirability of having legislation passed limiting the number of hardware stores and raising the standard of retail merchants.

Secretary Roberts, of the Minnesota Retail Hardware Association, outlines a condition in an article on another page, "Are there too many Hardware Stores?" which applies to Ontario and other parts of Canada as much as it does to the Northwestern States.

The multiplicity of hardware stores in Toronto was recently raised by **HARDWARE AND ACCESSORIES** and discussed by the Toronto Hardware and Paint Club. Local jobbers were interviewed and greater care urged in extending credits.

Of 178 Minnesota retailers interviewed, 149 favored legislation which would limit the number of retail stores while

29 took the attitude that retailing should be free for all with the survival of the fittest.

The Minnesota Retail Hardware Association through their executive has gone on record as requesting the jobbers to thoroughly investigate the opportunity before selling a new hardware stock in that State, and allowing the Retail Association office to know about the consideration of such a store before the stock is sold.

What do readers of "Hardware and Accessories" think of this? Should the number of hardware stores be restricted by legislation or by trade action along the lines suggested?

TALK "CLEAN UP" THIS SPRING

PAIN'T manufacturers and jobbers are doing a good service to hardwaremen in promoting a "clean up and Paint Up" Campaign. The long cold winter with its coal problems is over at last and the soft coal smudge makes the "Paint Up suggestion particularly timely.

How about your own store—outside and in? Are you setting a "Clean Up and Paint Up" example.

How about your window display and advertisements? Are they featuring "Clean Up?"

While "Clean Up" is being largely linked up with paint why not make it apply to everything about the hardware store?

Urge the men to clean up the cellar, the back yard and the lawn. That means brushes, lawn mowers, rakes, seed, wire fencing and other items.

And urge the womenfolk to not only houseclean from attic to kitchen but also to "Clean Up" the worn out kitchen utensils and replace them with new enamel or aluminum ware.

Make the "Clean Up" campaign a business builder.

THE DAY OF RECKONING

ON the morning of April 30th, Mr. Average Merchant, who carries on the nation's business in every city and hamlet from Vancouver to Halifax, from the Arctic Circle to Niagara Falls, will glance at his desk calendar and murmur:

"The day of reckoning has come."

Some will say it with satisfaction and relief. They are the fortunate ones. Thousands of others who have let their "book work" pile up during the months of 1922 will face their Government and its income tax collectors with fear and misgivings.

It is desirable that the dealer get at this work early so that there will be no unnecessary rush or worry at the last. As the returns are on last year's business there is nothing to prevent the dealers from filling in the necessary forms well in advance.

Are There Too Many Hardware Stores

Should the Number be Regulated by Law The Profit on a Sale of Goods and Who Gets It—The Farmer Does Not Set the Price on the Goods He Sells and His Necessity Puts a Limit on What He Can Pay.

By H. O. ROBERTS, Secretary Minnesota and South Dakota Retail Hardware Associations

THE price line of any commodity is naturally broken into irregular steps. As it ascends from manufacturer to consumer, some steps are short, but some higher, as circumstances may seem to make it necessary.

"There are usually four divisions in this price line: Manufacturer, jobber, retailer and consumer; and the manufacturer is the first to set the place where he is willing to quit.

"The jobber then fixes the height of his two steps, putting the retailer between the devil and the sea.

"But there is that invisible line of will and ability on the part of the consumer, which fixes the retailer's steps so that the retailer has what is left, between the place where the jobber and consumer each quit.

"If it is wide enough for both of the retailer's steps for Overhead and Profit, well and good!

"The first step to shorten, if there is not enough spread for both, is the Profit step. If, however, there is not enough for Overhead, even that step must shorten, although it may be at the expense of invested capital.

"The farmer of today is working on double pre-war prices for land and pays more for his farm implements and living; but has nothing to say about his price for pigs, potatoes or prunes. He is told the price of wheat is fixed by someone in Liverpool. He doesn't know anything about Overhead or Profit. His only question is: "How much can I get?" This is his limit.

"It is natural for the manufacturer to want all his Overhead and a fair Profit. It is also within the law for the jobber to ask for all his Overhead and a fair margin of Profit; but there is a limit to Overheads and Profits, and that seems to be in about the Point where the retailer takes up the task of passing the goods over to the consumer; and he is the one man blamed for the long price line.

"Who will be to blame if the retailer is ever crowded out? Will it be the manufacturer, jobber, the consumer, or the retailer himself?

"If the retailer is crowded out, who will do his work?

"Will the manufacturer and jobber supply the needs of the consumer by carrying his goods direct to him, or will the consumer go to the manufacturer and jobber with his needs?

"Would either of the two plans eliminate all the Profit and Overhead necessary to maintain the retailer, or would the Overhead of both the manufacturer and jobber be increased equal to the Overhead of the retailer?

"If the position occupied by the retailer is ever strengthened and the need for him established, he must be the one class to do it; and the sooner he accepts the responsibility, the better.

"The time is coming, and is now within the bounds of a possibility, when any man doing business as a retailer must have a license, and before such a license can be secured, he must qualify on possibly four points as follows: Character, Ability, Capital necessary. Community need.

"There is no question but what we have entirely too many retailers. Why should there be ten grocery stores in one city block with the rent of ten rooms, the families of ten proprietors to support, and all the other necessary Overhead items to be taken out of the gross Profit?

"Minneapolis with 300,000 population has today 109

hardware stores, about 33 and one third per cent increase in five years.

"Has the additional number of hardware stores increased the Overhead and raised the price of hardware? Is it necessary now to make additional profit on the hardware sold?

"Is the consumer paying more for hardware because there are one-third more stores?

"Why is the number of stores increasing? Did the community in which each one of these new stores start demand this service?

"Who should be the judge as to whether a new store should or should not be started?

"We were taught in school that competition is the one force that keeps the price down.

"Does the future welfare of Minneapolis and its growth as a city depend on the rapidity with which retail stores

There is a limit to the customer's	ability or will to pay
Retailer's Profit	and where the Retailer quits
Retailer's Overhead	Retailer's cost line
Jobber's Profit	When the Jobber quits plus Freight
Jobber's Overhead	Jobber's cost line
Manufacturing Profit	When the Manufacturer quits plus Freight
Manufacturing O.H.	Manufacturing cost line
Cost line	is Material Labor Advertising Promotion

multiply, or is increased number of stores a tax on the public in higher prices paid at retail?

"How long will the public be willing to allow any one to start any kind of a store he may choose and run it only for self?

"How safe would banks be if given the same liberty?

"Millions upon millions are wasted annually, and the public pays for the waste.

"What kind of street car service would Minneapolis have if our streets were used by ten or more individual companies?

"Two phone companies were a burden, and the public demanded only one, which we now have.

"Retail stores are a public utility; but the public has nothing to say as to the number, or the kind of service they render.

"Would we have better stores if the public had less to support?

"This cost line problem is not only for the consideration of a city; but it is even larger than a state—it is a national problem!"

Hardware Dealer Must Increase Stockturn

Merchant Who Only Turns Stock Twice Yearly is Not Making His Investment Pay—
No Profit Until Goods are Sold—Study Your Stock to See that it Moves
and Sells at a Margin Ensuring a Profit.

Convention Address by H. P. SHEETS, Secretary, National Retail Hardware Association

IT IS a matter of common business knowledge that in turning his stock only about two times a year the hardware merchant is not making his capital work as it should.

If the efficient grocer can turn his stock eight, ten or twelve times a year, it surely should be possible for the efficient hardware man to turn his stock four or five times. Some are proving this by doing it.

Such results can come, however, only from the finding and elimination of dead stock, and duplicating lines, and the reduction of slow moving goods by constant watchfulness and careful and frequent buying.

Capital tied up in obsolete, slow moving or duplicating merchandise has little opportunity to earn a profit; and profit is the objective of business investment.

Increasing stockturn makes the money invested in the business work harder, and earn more.

Reducing stock through the elimination of the unnecessary, makes possible more convenient arrangement and better display of merchandise, lowers insurance and other costs, and permits greater concentration in selling.

The more rapidly stock is turned the smaller the investment required and the easier the business can be financed. Borrowing can be curtailed, interest saved and cash discounts more easily taken.

The capital thus released can be used for other investments or to add new lines and a better assortment of merchandise for the service of customers.

And the more rapid the stockturn the less opportunity there is for a shrinkage of values during coming years, when price trends will unquestionably be downward.

Recently there has been much discussion among hardware merchants about the inroads of the drug store into the hardware business.

The old-time prescription drug store is a thing of the past. The up-to-date druggist is guided by no restricted rules in choosing his merchandise, he runs a sort of specialized department store and buys anything that he can sell quickly and profitably.

If he can make good use of his capital by selling pocket cutlery, razors and kindred goods, he does not worry about the fact that these items are supposed to belong to the hardware trade.

The hardware merchant can learn many things of value from his druggist competitor, not only as to popular selling merchandise, but in quick turnover and the more productive use of capital.

Advantages of Rapid Stockturn

To illustrate the advantages of rapid stockturn, let us make a simple comparison with average results in 1921 as shown by the association's survey of sales and costs for that year.

Average sales were	\$51,669.95
Cost of the goods sold	40,488.54
Giving a margin of	11,181.41
Cost of doing business was	11,127.54
Leaving a profit of only	\$ 53.87

The average stock investment for the year was \$18,877.18 and the stockturn 2.14 times.

Had the stockturn been doubled with the same volume of sales, the stock investment would have been just half as much or \$9,438.54.

Though a stock of this size would require a smaller store room than a stock twice as large, with a consequent saving of rent, it is most likely that the same building would be used; but the goods could be displayed to much better advantage.

In such case there would be no reduction of rent, but insurance and taxes would be less, saving at least one-third of the 1.5%, cost of these two items in 1921, or .5%, which would amount to \$258.35 on sales \$51,669.95.

By reducing the stock investment \$9,438.54 a similar amount would be released for some other investment, which, at 6%, would bring \$566.31.

During the year there was a shrinkage in values of approximately 12% on the average inventory of \$18,877.18, amounting to \$2,265.26.

Had the stock been turned twice as fast as it was, and therefore only half the stock needed to do the same amount of business, this loss would have been only half as much, or \$1,132.63.

Savings from Doubling Stockturn

Summarizing the savings resulting from turning the stock four times instead of twice, we get concrete proof of the value of increasing stockturn. Actual profit of average hardware store in 1921, \$53.87 or 1%.

Adding saving in expense of smaller stock, \$258.35 or .5%.

And earnings of investment equal to reduction of stock, \$566.31 or 1.1%.

And the smaller loss in shrinkage in values, \$1,132.62 or 2.19%.

The profit of the average store would have been \$2,011.15 or 3.89% instead of .1%, or \$2,011.15 as against \$53.87, an increase of \$1,957.28.

Habit has a large place in most of our business affairs. The average hardware merchant thinks he must maintain his stock at certain levels because he has always done so.

He does not distinguish between quantity and variety. He buys grosses when he should buy dozens; dozens when he should buy half or quarter dozens.

In almost every store there can be found obsolete and unnecessary quantities of goods running into hundreds and perhaps thousands of dollars. This unproductive investment with its burden of overhead quickly absorbs the profit from active stock.

Not long ago I visited a store which has been under one ownership for thirty-five or forty years. A complete inventory has never been taken. An inventory was once started for income tax purposes, but when about half completed the owners stopped, because they had already listed more goods than they supposed they had.

From appearances there was little doubt about the quantity of goods on hand, but there was grave doubt about their

value, a goodly portion bearing evidence of having been part of the original purchase.

Hundreds—perhaps thousands—of idle dollars tied up all these years in useless stock. How much might these dollars have earned in productive investment?

Yet the owners think this excess stock represents profits. It does—lost profits—profits that might have been.

No Profit Till Goods Are Sold

A profit is never made until merchandise is sold. And the longer goods remain unsold the smaller their value and the greater their liability—unless they can be classified as antiques.

It is said to be their boast that they have about everything that might be called for, no matter how old. But what does it profit a merchant to have his money tied up in stuff which *might* be called for but never is?

Better by far to get rid of all these obsolete and surplus goods on the best terms possible and place the money in active merchandise that will return a profit, or invest it in conservative securities.

The keeping of a perpetual inventory and its continual study is the best way to keep active merchandise stocks and speed turnover, but the majority of merchants have the erroneous impression that this requires too much time and effort.

But if perpetual inventory is not thought feasible, it is easily possible to study and speed the movement of individual lines, starting with as few as may be desired and expanding as interest in the work increases.

Certainly there can be no great burden in watching, say six series of items, and keeping a simple record of the number at the start, sales purchases and other items of interest; and the information thus gathered should, at the end of a given interval, be of great value in planning the more efficient conduct of the business.

Here are tentative suggestions of lines that might have such individual study, but dozens of others could just as well be included as there is wide range of selection: Paint, white lead, guns and ammunition, nails, fencing, stoves, washing machines, lawn mowers, sporting goods, kitchen wares, pocket cutlery, tools, etc.

Whatever means is utilized to gather this detailed knowledge of stock movement, it is incumbent upon the merchant to make such study, to determine quantities essential to the proper service of his community, and then to buy such goods carefully and frequently, and to avoid duplication and other surplus.

Waste Through Non-essentials

If manufacturers can be induced to discontinue the making of obsolete and non-essential sizes, types, patterns and finishes, it will greatly aid in making distribution more efficient.

Nearly every manufacturer has a multiplicity of items which have evolved from competitive and other causes, but many of which serve no distinctive purpose and largely duplicate others.

This unnecessarily ties up capital in patterns, machinery, raw materials, space and finished stock and storage space.

Similar wastes occur through the channel of distribution and the consumer pays the bills.

The elimination of these non-essentials would lift a vast burden from manufacturers, wholesalers, retailers and consumers.

The manufacturer would require less capital for plant and equipment and would get more economical production through fewer processes and larger production of individual

units, with less overhead and other expenses, and better service to the trade.

Wholesalers and retailers would get increased turnover through the elimination of obsolete and slow moving goods, smaller investment and less depreciation, and their selling efforts can be made more productive by concentration on their more efficient stocks.

The consumer would benefit through the better prices and better service which will follow the reduction of production costs.

Studies Show Endless Diversification

Among other things, the color cards of 20 leading paint makers were studied. Some show as many as 36 colors, others as few as 15.

These 20 color cards also show 235 color names, 31 of which are used by four or more makers. But no two shades of the same name are alike.

Is the consumer unreasonable when he insists that shades of the same name should be uniform? That a pearl gray, for instance, should be a standard and not a variety of shades limited only by the number of makers using the name.

The catalogs of four leading hatchet manufacturers show that one makes 53 shingling hatchets, another 33, another 28, and the fourth 15. If one maker finds 15 sufficient for his trade, it ought not to be difficult for the maker of 53 to reduce his line in at least the same measure.

The catalogs of three axe manufacturers show 33 standard types of axes. One maker produces 16 of these types, some in 4 qualities and some in as many as 36 brands. Some patterns are made in 13 sizes, others 15, others 17, and still others 19. This maker is apparently putting out 6,618 different axes; others a larger number.

Similar studies were made of hammers, saws, files, wrenches, shears and scissors and pocket knives. Similar conditions prevail.

It is hoped that a recent series of conferences with the U. S. Department of Commerce and the several groups of manufacturers will have productive results and that at no distant date the present multiplicity of hardware items will be greatly reduced.

Retailers Want Simplification

That retailers are greatly interested in and strongly favorable to simplified practice in hardware is shown by the returns to the association's recent questionnaire on this subject. It went to 5,000 members and within thirty days replies came from 60%, their vote being practically unanimous for such action.

Because of the competitive spirit and the fear of losing some advantage, many manufacturers have hesitated to attempt the simplification of their lines without similar action by their group, but others have worked independently and actually strengthened their position in the trade.

The Fayette R. Plumb Company, for example, cut out 1,300 kinds, items, sizes and finishes, to its own great advantage and to the advantage of dealers and consumers. So satisfactory have been the results to all interested that the company is forcing simplification more than ever.

The American Wringer Company has done similarly constructive work, reducing its line of clothes wringers from 800 to 60, without loss of sales volume.

With the constructive service which the Department of Commerce is now rendering this is the time for retailers to urge the curtailment of unnecessary variety in hardware production.

In more economical production, lower cost of distribution and more efficient sales concentration, it will mean much to all branches of the trade and to the public.

The hardware merchant who has not yet been impressed

by commercial developments with the necessity of energetic action to lower his costs and make his business more efficient can find ample stimulus in the tremendous gain of chain stores and mail order houses during the past year.

To illustrate: Sears, Roebuck & Company gained \$4,150,845; Montgomery Ward & Company \$6,517,523; Woolworth (for 11 months) \$7,519,101; Kresge (for 11 months) \$16,289,942.

It may be said that such sales apply largely to lines other than hardware, but if the local merchant will take the trouble to learn the volume of hardware sold by the catalog houses, or if he will study the movement of small hardware and house wares through Woolworth, Kresge and other chains, he will quickly be disabused of the opinion that these stores are not serious competitors.

And then if he will only look around in his own neighborhood and estimate the vast amount of kitchen wares and kindred equipment sold by the general stores, grocers and others, and cutlery, razors and similar goods which pass through the hands of the druggist, he will have a much better understanding of the amount of business which he is losing, and of the necessity of getting as much of that business back as possible.

Many merchants seem to think of increased volume as the panacea for all these ills, but just how this increase shall be obtained few of them know.

In most cases there are but two sources from which this larger volume can be drawn: The business which normally goes to neighboring hardware stores and that which goes to competitive channels.

The latter can usually be gained through more efficient methods and the better education of the community of the value of the hardware merchant's service.

Too often the former is secured by price which injures the man from whom the business is taken and does not greatly help the man who takes it.

Increased volume is certainly to be desired, but too frequently volume is secured at the expense of profit, and volume without profit is not worth a picaune.

In their efforts to increase volume few merchants pause to think that just as much additional profit can usually be made by reducing operating costs 1% as by increasing sales 20%.

Distribution is today on trial and the verdict will depend upon how well those engaged in distribution are able to present their case by increasing efficiency and reducing costs.

DOUBLE RESULTS FROM ADVERTISING

Written for "Hardware & Accessories" by W. E. DALEY,
Brace McKay & Co., Summerside, P.E.I.

Brace, McKay & Company, Limited, Summerside, Prince Edward Island, have adopted a plan which has made their advertising pay and bring results from a very wide field.

The fox wire netting department started by this aggressive hardware firm when fox ranching was in its infancy, on P. E. Island, soon grew from a side line to a very important issue, owing, chiefly, to the rapidity with which the Silver Fox Farms increased throughout Canada.

Their advertising appropriation along this lines was at no time very large, but the area covered, was; every mail would bring many scattered orders and inquiries for netting some would be from British Columbia, while others would be from Newfoundland, United States, Quebec or the Maritime provinces. As time went by, business in this line increased. A new improved and specially made to order netting was put up by their overseas manufacturers which meant new looms and special weaving machinery. The demand increased, so

the output. Many ranchers, eager to start, wanted information regarding foxes and their feed, as well as the kind, sizes and quantity of wire necessary for pens.

Every such inquiry for information on care and feeding meant a prospect for netting.

Then came a bright idea, to issue a free booklet, which would better feature the high grade of fox netting, and at the same time give a few very important hints regarding the feeding and care. A few thousand copies were printed and circulated at fox shows, and mailed to registered ranchers, as well as being advertised through the usual medium as free on request. Herein the book worked a double job. To those requiring information on foxes, it displayed the full line up of fox netting, besides interesting hints on care, sanitation and feeding. The one requiring the latter information got it, and became interested in netting as well. Almost every mail would bring scattered requests for netting, price lists, and free books. Thus, through the distribution of information regarding the care and feeding of foxes, there was presented a good, strong argument to buy fox wire. The book worked and is still doing double duty.

A copy of the booklet "Protect Your Foxes" is sent to anyone interested in fox ranching on request.

TEN POINTS OF SUCCESSFUL MERCHANDISING

By T. B. HOWELL, Secretary Virginia Retail Hardware Association.

1. Character—it's the foundation.
2. Energy—it's the driving power.
3. Determination—it accomplishes.
4. Enthusiasm—it inspires.
5. Knowledge of human nature—it reacts.
6. Knowledge of merchandise—it instructs.
7. Personality—it's magnetic.
8. Loyalty—it's the chief attribute.
9. Confidence—it builds.
10. Service—it perpetuates.

SUCCESSFUL RULES OF BUSINESS

By W. C. Coleman, President Coleman Lamp Company.

1. Let your first concern be to make men of your employees, and they will make your business prosper.
2. Be a true brother to your employee and fellow worker and he will do wonderful team work under your captaincy.
3. Place service to your associates above personal gain and their responsiveness will, in turn bring a greater success to you.
4. Deal fairly with men and they will be fair to you—only thus can justice prevail and helpful co-operation become a fact.
5. Think of your obligations as of primary importance, your rights as secondary, and you will win the faith and confidence of your associates, which are the first essentials of success in business.
6. Get the right concept of your liberties, namely the right to do with your possessions only those things which will help your fellow man as well as yourself. Only thus can you be sure of continued freedom.
7. Regard your possessions as a trust, yourself as an administrator only for the good of men and the glory of God, the owner. Thus only shall your wealth bless and not curse you.
8. Assume the right attitude of mind in all life's relationships, namely, dominate things, co-operate with men in love, preferring one another, worship and glorify God. Only thus can you avoid friction, strife and worry.
9. Remember that great achievements are obtained by use of spiritual rather than material forces. Value faith, confidence, intelligence, ambition, character, creative capacity, joy in service above lands, forests, mines, buildings, machines or money.
10. Accept the philosophy of Christ the Lord. "Seek you first the glory of God and His righteous way of life and all these things (prosperity, regard of fellow men and the joy of living) shall be added unto you."

How To Compete With the Chain Stores

How the Ambitious Retailer Can Expand His Business and Fight His Chain Store Competitors With Their Own Weapons.

The First of a Series of Copyrighted Articles by WALTER S. HAYWOOD and PERCIVAL WHITE

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NO MATTER what the "independent" retailer's sentiments toward the Chain Store System may be, the chances are that, at some time or other, the thought has entered his mind that possibly an opportunity for expanding his business may lie in the direction of developing it into a small local chain. He realizes that within recent years the field of retailing has been immensely broadened, and that it now offers almost unlimited opportunities for men of ambition and vision. Perhaps he is aware, too, that the founders of practically all the present day big chain store systems created them out of profits, and that generally speaking, they started in a very small way—operating at first two or three stores, and then branching out by investing their earnings in additional "links". In other words, in nearly every instance "brains" came first, and then capital. These pioneers had to solve their own financing problems. Capital was slow in taking the bait, or in realizing that a new and worthwhile field had been created for exploitation.

A survey of the chain store field reveals a situation which ought to offer further encouragement to the retail merchant of ambition and vision who is considering development along chain store lines. For, although no exact census has been made of the number of chains in the United States, or the number of stores operated by these chains, sufficient data is at hand to make it clear that the bulk of the field consists of small, local chain systems, operating two, or three, five, or at the utmost ten links, and that practically all of these small systems are prospering. The size, the territory covered, and the publicity connected with the operation of a few of the largest chains, have almost made it appear that the possibilities of success were confined to these few striking examples—that the field is entirely closed to the "little fellow." As a matter of fact quite the contrary is the case.

The "Small Chain" Field

It may be pertinent to define, right here, just what the term "Chain Store" implies. The necessity for the definition is suggested by the fact that it is not always an easy matter to distinguish between a branch store and a chain store. An independent retailer operating two or three neighborhood stores commonly calls them "branches", although it is quite likely that they are in reality "chains".

In the last analysis a chain is nothing more than a group of two or more retail stores, dealing in the same line of goods, and under the same central management. Each store, although a separate unit, has certain features in common with the rest: whether in purchasing, merchandising or accounting. The degree of independence possessed by the individual stores may vary, from almost complete independence—as in some dry goods chains—to the closest inter-dependence, the manager being hardly more than a head clerk. Grocery chains, drug chains, and some others dealing in staple commodities, frequently come within this latter class. Between these two extremes is to be found a wide gradation.

There is no standard type of chain organization. A different type of organization is usually required for chains

that have several stores in each community than for those in which the links are widely scattered. The problems of the merchant operating a small local chain are substantially different from those of the big national chain system. The former, for example, will most likely do his own buying, see to the window trims, attend to the pricing, and, in brief, keep in close personal touch with his organization, whereas the larger the chain system becomes, the more profitable it is to divide and sub-divide its functions among specialists who are experts in their own lines and receive large salaries for the work they do.

Incidentally, in this respect the small local chain enjoys several decided advantages over the great national chain system. One of the biggest handicaps of the latter, for instance, lies in its difficulty in keeping in contact with its sales-people. The proprietor of the local chain is confronted by no such difficulty. He can maintain direct supervision over his clerks, and this has a big effect on morale. Again, when it comes to "locating" the new "member" store, he has first hand knowledge of the character of the community and the buying habits of its people. He knows, from daily experience, what the national chain investigator must learn from statistics.

Small Dealer Has Best Chance

It can safely be asserted, therefore, that, far from it being the truth that the "little fellow" has no chance in the

HOW TO COMPETE WITH CHAIN STORES

[Editor's Note

Did you ever consider the development of a chain of hardware stores? If so, you'll be interested in this series. It tells how you may fight the ponderous chain store competitors with their own weapons.

The authors of this series are well known in the commercial world as research engineers. They were commissioned to make a research of the Chain Store field and the results of their investigations are being published in book form at \$3.50 per copy.

By special arrangement with the publishers, "Hardware" is enabled to present the part of their research work which deals particularly with the problems of organizing a small chain store system, for the benefit of retailers in our own industry who have considered expansion in that direction.

The failure of the L. R. Steel Corporation makes chain stores a much discussed topic these days although this smash is due to high financing rather than poor merchandising.

The Woolworth and Winchester chain stores in the hardware field, the Dominion Hardware Stores in Toronto, the Dominion Grocery chain, the Rexall and Tamblin drug stores, the United Cigar Stores, all seem to be steadily expanding.

The Cochrane and George Taylor chains in Northern Ontario, the Taylor chain centering at Carleton Place, and the St. Mary's Hardware, with branches at Woodstock and Ingersoll, are other examples of branch store development in the hardware trade.

An example of too rapid expansion is that of a Toronto Stove Store which added furniture to their line and opened two branch stores a couple of years ago. They are now trying to save themselves from disaster by unloading the furniture and may have to close the branch stores.

chain field, his initial opportunity is better for profits than that of the big chain system. He is on the spot; he is known to his community; his organization is compact; and his problems are comparatively simple.

Nevertheless, a merchant contemplating starting a chain, no matter on how small a scale, would be well advised to bear in mind that most big chain systems are the results of growth from small beginnings, and that their remarkable development has been due to standardization of methods. He should make it a point, therefore, even when establishing his second branch store, to provide himself with a mechanism that can be adapted to further expansion, and which is modelled as closely as possible after the scientific methods of the great national chain systems.

If he decides to have a warehouse, for instance, the policy of the big chain may well serve him as a model. The latter realizes that so far as this feature of its organization is concerned, the chain must be regarded as a wheel rather than a long string of links. To facilitate deliveries and keep down expenses the warehouse must be the hub of that wheel—located as nearly as possible in the center of the group of member stores. But at the same time due provision must be made for expansion. The warehouse must be located with an eye to the future as well as the present. And this holds true whether the chain is local or national. In choosing a site for his warehouse the proprietor of a small chain will be wise in asking himself: where are the new stores going to be? Which way is population growing?

In establishing the warehouse, most chains, moreover, make it a point to have the structure so designed that additions can be put on inexpensively and rapidly. This will avoid waste and, yet at the same time provide for future developments. In this connection, the case of one chain which neglected to take this precaution is worth citing.

Planning the Warehouse

The chain in question established its warehouse ten years ago. When it was built it was much too large for immediate requirements, but now it is much too small. Consequently various lines of merchandise have to be stored in the basements of some of the larger links of the chain. This causes a great deal of extra trouble. It is necessary to keep a storage record of these lots, and whenever anything is removed from any storage basement, a requisition has to be filled out in the office, given to the truck driver who is to get the goods, and have the store manager check the goods, and O. K. the requisition. It is a question whether the extra trouble involved does not offset in great measure the economies affected by buying goods in large quantities ahead.

The above case is used merely as an illustration of the point that the merchant starting a chain should plan as much as possible for future expansion. As a matter of fact, the average small chain, operating two or three links, does not find it practicable to maintain a separate warehouse. At first, it has to keep its warehouse in the stores themselves. The idea that we are trying to convey is that, where a separate warehouse is decided upon, the future must be taken into account, as well as immediate requirements.

Then there is the matter of records. Whether the chain consists of two links or four thousand, its records are its most valuable possession, and the proprietor of the small chain system cannot afford to ignore that fact.

All the manifold activities of the chain can be utilized only by means of records. Records are a fundamental necessity in every chain. By means of them the purchasing agent buys goods to sell through retail stores and estimates the quantities necessary to keep on hand in the warehouse.

By means of records the sales manager keeps track of the sales in various stores and can tell at a moment's glance which stores are doing well and which are falling behind. By means of records the auditor tells whether overhead expenses are too high. Lastly, by means of records the executive control is exercised.

The average retail store keeps no accounts or very few accounts because the facts are supposedly contained in the head of one man, the owner. But all the necessary information in the chain is tabulated and set down on paper. It undergoes a regular digestive process until it is finally served up to the chief executive in the form of percentages.

Well Kept Records Are Essential

As has been stated above, the records of the chain are its most valuable possession. Extending back over a series of years, they contain in essence the results of past experience. By looking back, the chain can tell approximately what to expect in every line and phase of its activity. Should it plan to start a new store, the records will tell what a store in such a location should earn. When sales are reported each month, the sales manager can see whether the amount is less than it was a year ago, or more.

All the big chain systems keep a continual, automatic inventory of stock on hand in warehouses and in some cases in retail stores. Adequate turnover of all lines can be secured in no other way.

Records fall into three main divisions:

1. Warehousing and purchasing records.
2. Accounting records, overhead, salaries, etc.
3. Records of individual retail stores.

Taken collectively they form the basis of the chain's operation and the person in authority knows daily exactly where his company stands in every detail. Thus the principle follows that no matter what its size, the chain should have records so complete in every detail as to allow the executive at any moment to ascertain the exact status of any store in the chain, any warehouse, any manager's record, and all overhead expenses.

In spite of large overhead expenses for highly paid executives, specialists in window trimmings, merchandising ideas, purchasing, etc. the chain stores manage to do business at an average cost less than the majority of their independent competitors. Probably the greatest factor in keeping down chain expenses is a careful accounting system. Every dollar that comes in bears a certain charge against it, determined by long experience and careful records. Policies that do not pay are ruthlessly abandoned on the graphic evidence of their failure to make good. If a chain finds some particular location does not bring in enough business to carry the overhead and earn a profit, that store is promptly discontinued. Losses are minimized. No old goods are allowed to remain in stock, taking up room and eating up profits. It is a combination of business initiative and system which keeps down chain store expenses and enlarges net profits.

Let it be emphasized, therefore, that although the problems of operation of the small local chain are as nothing compared to those of the big national chain, the former's practices should be standardized as far as possible. Its activities should be united into a smoothly functioning organization by the mechanism of records—records as a means, never an end; for the chain does not exist to make records, but to use them.

In the subsequent articles of this series we shall take up in detail the various phases of successful chain store operation, from the angle of the merchant who has decided to expand his business along those lines in the local, or sectional field. Preliminary to a discussion of the pro-

blems connected with establishing the branch store, choosing the right branch manager, executive, control, etc., a few words on the subject of financing may not be out of place.

Chain Systems Finance Themselves

One of the remarkable aspects of chain store development is the smoothness with which all financial difficulties have been got out of the way. The reason is not far to seek. Most chain systems have done their own financing out of profits.

There are actually three ways in which a chain can finance its natural expansion.

1. Finance new stores out of own profits.
2. Finance by borrowing money.
3. Absorption of other chains by reorganization and exchange of stock or some other means not requiring new capital.

Outside financing should be a chain's last resort. As an ordinary thing a chain should expand naturally by utilizing the profits made in old stores to start new ones. As stated above, the greater number of chains are financed in this way, and it is without doubt the soundest method. By financing a new store out of accumulated cash surplus there is no heavy overhead charge under which the new branch must struggle. All the expenses incident to starting are already arranged for and paid before the store opens.

But this method, although safe is comparatively slow, and the merchant with vision, impatient to succeed, and sure of the soundness of his principles and methods, may decide to take a short cut by floating stock to the public, thereby making it possible to start a number of additional retail

links at once. This is a somewhat dangerous policy, and should be investigated thoroughly before being attempted.

A national chain may be financed from Wall Street, but this, of course, is not possible in the case of a small local chain. The latter must either call in a local broker, or else attempt to float its stock itself. The stock, in either event, must be floated mainly in the district where the stores are operated, because it is difficult to sell stock where the company is not known.

If a chain decides to sell its own stock, it can be handled either by a mail order campaign to customers of the chain or by combining this method with advertising.

Many small investors in chain organization never would have gone to an investment house for this stock. The reason they invest in the chain securities is because they are personally acquainted with its activities and can see for themselves the business done. Therefore, a frequent and sound investment argument is that the dividends from savings in chain store stock will help to pay for purchases.

There are certain phenomena observable about the growth of chain stores.

1. Growth has been steady regardless of financial or business conditions.
2. Gross sales have increased in volume regardless of prosperity or depression.
3. There has been a constant widening of the articles and services marketed through chains of retail stores.
4. Although methods of organization have been different, those chains only have succeeded which have remained true to the fundamental principles of chain store operation which will be outlined in this series of articles.

A Practical Lesson In Store Economy

Written for "Hardware & Accessories" by A. G. KEENEY

Many merchants have difficulty in impressing upon their employes the importance of economy. Many salesmen and saleswomen seem slow to grasp the truth of the saying that "economy spells the difference between profit and loss in the average store." For this reason merchants frequently are puzzled concerning good methods to employ in giving their employes a lesson in economy.

One merchant who was finding it difficult to "break even" during the so-called period of depression following the end of the World War, realized that the wasteful practices of his sales force would unquestionably increase the amount he expected to find on the debit side of his ledger at the end of the year. If several hundred dollars could be saved in twelve months by the elimination of waste in his business, he realized the saving would be well worth while.

At one of the conferences occasionally held with his employes, this merchant drew a large circle upon a blackboard in his office and asked his sales force to watch him divide the circle into a number of sections.

"This circle," he said, turning to his employes grouped in front of the blackboard, "represents my business. Now I shall draw a line cutting the circle in two. This line doesn't divide the circle into two equal parts, and I didn't intend that it should. The space to the left of this line represents what I pay for the merchandise that comes into my store. The entire circle represents the money I get for my merchandise.

"Now," he continued, "the average person might say at first glance that a lot of profit is left for me after deducting the cost of the merchandise, for there is considerable space left inside the circle to the right of the dividing line. Several other things, however, must be considered before I can compute my profits.

"Next, I'll cut a slice over here, off what is supposed to

be the 'Profit' side of the circle. This slice represents my rent, which amounts to a good deal in the course of a year. Another slice must be cut off for salaries to you folks. Another, for taxes; another for interest on my investment; one for insurance; one for freight on the merchandise shipped to me. You see, this 'Profit' space on the right is dwindling rapidly, and I haven't yet finished slicing pieces from it."

The entire group of employes stood intently watching the circle on the blackboard, evidently deeply impressed with the merchant's illustration of what became of the money that his employes "took in" over the counters. Some of the younger salesmen took a step forward as though to obtain a better view of the blackboard and the drawing upon it.

"I've finished now," continued the merchant, as he laid down his chalk and viewed his drawing. "Honestly, it almost surprises me to note what a little slice of that circle is left to represent my profit; yet all of us know I could still cut more from that little remainder to represent the waste that continues to occur in my business. I wonder how many of my employes will agree to keep this little drawing in mind for the remainder of the year and conscientiously try to help me prevent my little slice of profit from being erased altogether? Thank you!"

The merchant walked out of his office and waited a few feet outside for his employes to file out the door. The day was cloudy, and an electric light had been kept burning in the office in order that the employes might view the blackboard more clearly. The waiting merchant smiled inwardly as he saw one of his employes reach upward and extinguish the light before leaving the office.

"One convert, at least," inwardly remarked the merchant as he pulled his coat collar about his throat and started home to supper.

Departmentise Goods In Hardware Stores

A Merchandising Plan is Essential to a Real Knowledge of where the Profits Come From or Where the Losses Go—The Merchant, like the Builder, Should have a Plan to Follow.

THE number of business failures stands as a fatal warning for those in business—to beware. Beware Incompetence, for more than any other reason Incompetence is the cause of failures. But let's forget about failures and look for the causes of success in business management in the hardware line.

Our first aim should be to try and estimate what the year will mean in a business way, and what the actual figures will read when December 31, 1923, rolls around. Someone may say it can't be done. But it is being done and done in such a scientific and yet simple way that the actual results, as they are plotted against the estimates, seem almost uncanny for their accuracy.

The purpose of a merchandise plan is to serve as a well regulated schedule so that the least amount of money will be invested in obtaining the estimated sales. In other words, the maintenance of a proper balance between purchases and sales which will result in an efficient turnover. To show how this can be accomplished and a merchandise control obtained is the aim of this article on business management in the hardware store.

Realizing that our plan must be applicable for both the large city store and its smaller brother in the country we must be somewhat general on some points but still remain fundamental in principle. Our first step in drawing up a plan is departmentizing. In this it can be readily appreciated that the larger the store the more varied the lines carried and the more necessary it becomes for a larger number of departments.

Let us take, for example, the store which has no departments, takes the usual yearly physical inventory and knows its total sales for the year. Such a store can make a merchandise plan covering the year for the store as a unit, with helpful results, but by no means as beneficial as the store which makes some subdivisions.

By subdividing, the way is opened for analysis and control. You place yourself in a position to locate the trouble because you have the facts and no longer have to make a hit or miss guess at the cause. With such a purpose in view and the yearly physical inventory as a working basis let us pick out, for example, the cost stock on hand of paints and varnishes, a substantial investment in most any hardware store. Believing that it is clearer to follow any problem graphically, let us work out the plan on the form given here which is both simple and practical in operation:

MERCHANDISE PLAN

Period covered—Jan. 1, 1923, to Dec. 28, 1923.

Line—Paints And Varnishes

Stock should turn six times.

On hand beginning\$800
On hand at end\$875

All Figures At Cost

Month	Jan.	Feb.	Mar.	Apr.	etc.	Stock
Stock first of month						
last year						

1923 Plan	\$800	\$750	\$875	\$1,000\$	855
1923 actual retail purchase ..	175	335	420	565	..	5,405
Sales	210	200	275	450	..	5,130
Markdowns	15	10	20	35	..	200

Signed,.....Mgr. and Buyer.

Following the plan we will omit the figures opposite the words last year presuming that they are not available. When such information is at hand it should of course be used. Such information is very valuable as a record of the past and a guide for the future. Our first figure on the above form is \$800, the amount which our physical inventory has shown to be on hand. This then is to form the basis for our plan as it is our present stock on hand.

Our next step is to roughly estimate the sales month by month for the entire year. Without previous years' records as a guide this is more difficult but any of us know the months in which paint sales are best and a fairly accurate estimate can be made. On our above plan we have put down the figures \$270, \$200 and \$450 as estimated sales for the first four months of the year.

Now let us take a hasty look at the stock and purchase figures. With a stock of \$800 to begin the year we drop down in February to \$750 and then on up to \$875 for March and \$1,000 in April. In other words we are building up a stock for those months in which our sales are larger. Our purchase figures support the stock, and orders are placed only in such quantities as sales clearly warrant. The idea is simply a sound established business principle of obtaining the greatest amount of sales on the smallest stock investment and not having a surplus stock when the sales demand is lowest. Again referring to our plan the actual figure for stock on hand at the beginning of each month is obtained by taking the first figure of \$800, adding to it the purchases of \$175 and subtracting therefrom the sales of \$210 plus the markdown of \$15 which results in the balance of \$750 for the February 1st stock. The same method is continued thruout, altho it was deemed unnecessary to fill out the plan covering the entire year. The average stock figure is obtained by adding the stock for all months together and dividing by the total number of months. The total sales figure is a direct addition of all monthly sales. The stock turnover figure of six is the result of dividing the total sales by the average stock figure.

Our plan is now complete and we have something definite and very tangible upon which to base our merchandising operations. Like any estimate it is merely for the purpose of aiding in obtaining the desired actual results.

MEN ARE MEN

Business is business, but men are men,
Working, loving and dreaming;
Toiling with hammer, brush or pen,
Roistering, planning, scheming.

Business is business, but he's a fool
Whose business has grown to smother
His faith in men and the golden rule,
His love for friend and brother.

Business is business, but life is life,
Though we're all in the game to win it.
Let's rest sometimes from the heat and strife
And try to be friends a minute.

Let's seek to be comrades now and then
And slip from our golden tether;
Business is business, but men are men,
And we're all good pals together.

—E. M. Zimmerman.

A general ledger isn't half as imposing as it sounds. Nearly every merchant has various ledgers in which he keeps

Any reader desiring a sample general ledger sheet can obtain it by writing to the Editor.

[illegible]

Such a statement is easily prepared when proper records of business are kept during the year.

EVEREADY

THE TALE OF ER-ETAILAH AND THE WONDERFUL LAMP...



NOW, O Caliph, there lived a certain merchant, called Er-Etailah, who abode for many years by the market place. And he cried out, evening and morning, to those who passed by, saying, "Come in and feast your eyes upon my goods, for they are more beautiful than many moons; from Am Erika and the lands beyond the seas came they." But the people laughed one to the other, and passed him, and would not enter his shop.

One day, therefore, the merchant, being weary and sad, sat him down within his shop, and read the strange tale of Aladdin and his wonderful lamp. And as he read, there entered a Traveller, clad in glorious raiment. Then the merchant's heart rejoiced, and the Traveller, salaaming, said to him, "Behold I come to show you a great and new magic."

"I am weary of magics," said the merchant, "for, through some evil spell of the genii, customers will not enter my shop." "Then sweet as the music of the harp will be the news which I bring," replied the Traveller, and he brought from his garments a strange object, straight and round like a piece of bamboo, but shining withal, as fine silver. "What is that?" inquired the merchant. "This," said the Traveller, "is a magic lamp. By it, many customers may be conjured to enter thy shop. For every one that purchases one of these lamps is under a spell to be thy customer always." "May I not seem over-curious," said the merchant, "but what is the name of this lamp?" "It's name," replied the Traveller, "is Eveready, because it fails not, at any time, to provide light to those in darkness. And, every third month shall its purchaser return again to thy shop to renew the spell, so that the genii of the lamp may be appeased, else shall he make the lamp of no value." "Shall I also, like Aladdin, rub these lamps?" asked the merchant. "No," replied the Traveller, "for, to obtain vast Profit from these lamps (even many times thy customary gain) it is only necessary to turn over thy stock four times each year. This is, therefore, known as the Turnover." "Truly," said the merchant, "I need such goods as this Eveready, that my trade may prosper. Where may I obtain these marvellous lamps?" "From the owner of the caravan," returned the Traveller, and left the shop.

From that day hence, O Caliph, the merchant sold Eveready, which is known as the Flashlight, and his trade hath prospered exceedingly, so that his wealth may now be counted fifty thousand pieces of gold.



Unusual Plans For Building Store Trade

What Does Your Store Do That's Different—Hardware Dealers, Clerks or Salesmen Will be Paid from One to Ten Dollars for Every Idea

Contributed and Accepted by Editor for Publication
in This Department.

A SIMPLE PERPETUAL INVENTORY

By H. S. Andrews

"I have a very simple way of knowing just how much stock I have on hand all the time. I keep a scribbler in front of my cash register and every time I ring up a sale I mark down the cost of the article just sold. Each night when I count my cash I add up the cost of goods sold that day and I can tell each day just what my gross profit is.

"I use a column in my cash book for cost of goods sold and at the end of each month add my purchases to stock on hand and deduct goods sold at cost and I know all the time just how much stock I am carrying.

"I have used this system for three years now and find on taking stock that my stock is not more than \$150 out at each inventory date.

"I Trust that this idea may be of some use to readers of Hardware and Accessories."

SELLS ODD ENDS OF SCREEN

The Bischoff Hardware Company disposes of their odd size remnants and ends of wire screen cloth by making them up into parcels and offering them at a special price. They measure the pieces and tag them to size 26x33, 32x46, etc. They can be weighed, say, at 35c per pound, and the price placed on them at the same time. Thus: 24 x 27—20c.

Each piece is then listed on a card. This card is hung up alongside the screen rack and the first thing the clerk does when a customer lays down his slip of sizes wanted, is to look at his remnant card and pick out any remnant measuring up to the specifications or running over same an inch or two. Then he takes the size off the remnant card.

This method has cleaned out their remnants so quickly that they are tempted on rainy days to cut off a few at random to fill up the rack.

GOOD SYSTEM FOR PAINT STOCK

We try to keep our stock fresh and up-to-date," said a hardware dealer in Toronto the other day. "We have the paint cans turned once a week, and the boys have orders to shake each can well before turning. Every Saturday just before we close the store, all the paint is taken off the shelves, each can is shaken thoroughly and turned bottom side up on tables on the counters. The first thing Monday morning it is given another 'shake' and placed right side up on the shelves again. As a result our paint is always well mixed and fresh looking."

"We have four clerks, and it only takes them a few minutes to do the job. Also it is part of the regular routine and nobody objects."

"Wouldn't it be equally as well to let the cans stand on the bottom one week, and on the top the next?"

"No", said the merchant. "We talked that over in our store meeting, and the boys all agreed that the stock would look disorderly if the cans were reversed, and the labels upside down. Our present method solves the problem. Also it makes certain that the paint stock is dusted and nicely arranged on the shelves every week. In addition it gives

all the boys a check on the stock, and calls attention to slow movers."

GAVE THREE-CENT CHEQUES AWAY

A hardware store was anxious to get the attention of its public in order to tell them about a new electric washing machine they were selling. They had attractive literature that told accurately of the merits and advantages of the article, but they wanted to be sure that this advertising literature would be read.

They hit upon a scheme whereby they gained the attention of everyone to whom they sent their circulars. Enclosed with this printed matter there was also a three cent check from the firm.

It was explained that this amount was to pay you for the few seconds that it took you to read through their circular. Of course no one opens a letter with a check enclosed without giving it serious attention. There were few who did not sense the humor in this clever appeal for their attention enough to scan the reading matter enclosed.

A "PUT IN THE BOOKLETS" SIGN

By John T. Bartlett

I had difficulty always getting leaflets, etc., supplied by manufacturers, into circulation, "explained the store manager, in answer to the writer's question, "until I thought of that sign. I kept after the boys about it, but they would just plumb forget about four out of five times. That card corrected the condition. Now, I believe at least 19 out of 20 bundles go out with advertising literature inside. And those figures hold, not for a week or so, but for the whole past year."

The sign which had moved the writer to investigate was a small affair, perhaps 4 inches by 12 inches. It read "PUT IN THOSE BOOKLETS!" It had a position on the wrapping counter, facing the rear so that a clerk going about the wrapping of a bundle could hardly avoid seeing it.

Then there were several leaflets, blotters, etc., in a handy simple cabinet, a good supply of each.

The manager's instructions to the clerk are to put two or three pieces of advertising matter in every parcel he wraps. As to just what these shall be, he is expected to use judgment. There is no purpose in advertising an article to a man who hardly can be conceived to be in the market for it. Sometimes the article just purchased will suggest a leaflet. Whether the customer is a farmer or a city resident has something to do with it. "What is his buying power?" is another question.

The manager figures that the labor doesn't cost the store anything; the advertising literature doesn't. And there are definite possibilities in such advertising, distributed to the right people. This store has traced sale after sale to bundle inserts.

SOLVING THE SALARY PROBLEM

A Missouri hardware merchant takes total volume of business done for the year and divides the amount by the

Two Washing Machine Leaders



IDEAL

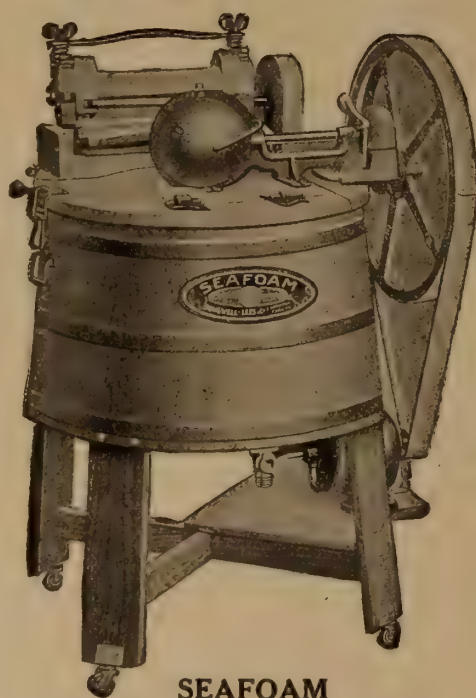
Water Power Washer. City water pressure does the work.

Embodying every desirable feature in

WATER and ELECTRIC POWER MACHINES

Thirty-five years experience is built into every one of our large assortment—for hand-power, water-power, electric-power and engine-drive.

A MODEL TO SUIT EVERY PURPOSE AND PURSE ALL OF PROVED VALUE



SEAFOAM

Combination Washing and Wringing Machine Electrically Driven

Washing machines with an established reputation, having stood the test of time. Canadian-made in the largest washing machine and wringer factory in the British Empire—and saleable at reasonable prices—afford the dealer an opportunity of doing a large and satisfactory washing machine business.

Jobbers sell and recommend them because they know we make the best and stand behind our goods to the limit.

*Manufacturers of Arrow
Brand Clothes Wringers*

Dowswell, Lees & Co., Limited

HAMILTON,

CANADA

Harry F. Moulden & Son, Winnipeg, Man.

John R. Anderson, Montreal, Que.

total salaries of his salespeople. This gives him the amount he gets for each dollar expended for salaries. Then he takes each clerk's salary and finds the amount of sales he should reach during a month to be 100% efficient.

A sales record is kept and every week each clerk receives a chart showing him just how he stands. A bonus of \$1 is given each salesperson for each 10% in sales above the 100% mark. These bonuses are paid monthly but the records are figured weekly.

Before any salesperson can receive a bonus at the end of the month, the average percentage of the month must be above 110% or better. If the salesperson stand 120% the middle of the month and falls to 90% the last two weeks, his average is only 105% and he would not be entitled to a bonus. Had he run 110% each week, or the necessary 10% above 100%, he would receive a bonus of \$4 for each week in the month.

This plan has been very successful in this store, which is a medium sized one. The one dollar reward could easily be increased if the size of the store and business warranted it. The principle would remain the same, that of urging the salesperson to give his *best* service *all* the time.

BUSHEL OF GOOD THINGS

Dealers in towns or cities which draw heavily from the agricultural trade will find a popular method for displaying merchandise during a sale is to place it in bushel baskets, common in such communities. This method of display allows for much leeway in the writing of the advertising for the sale. Examples of headings are:

"Bushels of Good Things"
"We don't Hide Our Light Under a
Bushel. We place our Values in it."

Also, these baskets can be used advantageously where merchandise is to be closed out but a regular sale is not to be run. Then, the baskets can be distributed through the store and the special attention of your patrons called to the baskets of bargains.

A "HAMMERING DOWN" SALE

A hardware store in Wisconsin sometimes held what they advertised as a "Hammering down sale," during which hammers of all kinds were the principal decorations. All of the show cards had tack hammers attached to them, and the windows were decorated to carry out the "hammering down" idea.

A "DUPLICATE NUMBER" CONTEST

"A good 'store contest' to attract trade is to have the following printed on each circular you send out—

FREE
See this number
561

"There have been 750 (substitute right number) of these advertisements sent out to our women customers. Each has a number in the space above and all but two are different. We know these numbers but have no idea to whom they were mailed. We will give each of the women holding the duplicate numbers a set of our genuine silver knives and forks. *Call your neighbor to see if she has the duplicate number.*"

After you have used this plan once or twice you will find that the women in your trade territory will call one another and your store will get a great deal of valuable publicity at small cost. Offer a different prize in each circular.

"HOUR SALES" DRAW TRADE

John Nelson & Son, have found their hourly sales day to be an efficient means of advertising and moving small merchandise.

Their store is large and commodious and much of the small stock is arranged on tables placed at intervals over the main floor with aisles between. On the special hourly sales day, one of these tables is used to display the goods for each sale advertised. Often a small attractive booth is arranged, or a low railing is placed around the table, to enclose a space about 6x8 feet.

During the sale, clerks from other parts of the store assist, since it requires several to handle the trade. Right on the dot at the close of the hour, the sale closes and goods are returned to the original price, even though there are those who have not yet been waited upon.

Crowds gather around these tables, often long before the

MondaySpecials

Hourly Specials

From 9 to 10 A. M.

Clothes Pins 1c a Dozen

To adults only. Limit, 3 dozen to one customer.

Hourly Specials

From 10 to 11

China Plates, Platters, Bowls, etc. 9c

All Sizes. To adults only.

Hourly Specials

From 11 to 12

No. 1 Galvanized Wash Tubs 49c

To adults only. One tub to a customer.
For one hour only.

Hourly Specials

From 1 to 2

King's Brass Wash Board 47c

To adults only. One board to a customer.
For one hour only.

John Nelson & Son

hour for the sale, and it is difficult to wait upon all in the length of time given, even although sales are made as rapidly as the goods can be handed out.

The number to each customer is sometimes limited, but more often, "Buy all you can use, is the slogan. The Nelson sales are real bargains and are, consequently, well patronized; as a result, the merchandise moves, even though at a small profit.

These sales are not always held on the same day, but are staged for any day when the farmers are likely to be in town. They are well advertised in the town papers. It has been found that Mondays, Wednesdays and Saturdays are good days, but specials are often run on other days. In these times everybody wants the full worth of every dollar and naturally goes to the place where money buys most.



12-inch Desk and Bracket Fan



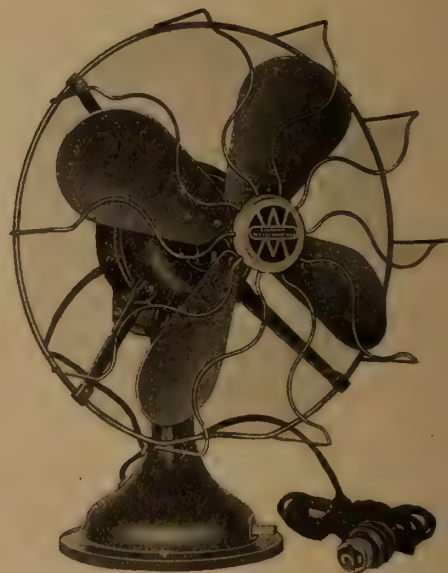
12-inch Oscillating Fan

FANS

NOW is the time for you live dealers to turn your thoughts to summer business — incidentally to fans. Be sure to have your supply on hand for the hot summer months when the demand is usually greater than the supply.

Westinghouse Fans have proven their worth under all conditions and dealers who have been featuring this line have found it a big business builder. How about your fan turnover? Does it compare favorably with that of your competitor?

Investigate Westinghouse Fans. You will like them.



16-inch Oscillating Fan

Canadian Westinghouse Co., Limited

Hamilton — Ontario

MONTREAL, 285 Beaver Hall Hill
 FT. WILLIAM, Cuthbertson Block
 VANCOUVER, Bank of Nova Scotia Bldg.
 EDMONTON, 211 McLeod Bldg.

TORONTO, Bank of Hamilton Bldg.
 HALIFAX, 105 Hollis St.
 CALGARY, Canada Life Bldg.
 OTTAWA, Ahearn & Soper, Ltd.
 WINNIPEG, 158 Portage Ave. E.

Westinghouse

Electrical Appliances the Modern Servant

Household Use of Electricity Increasing—Numerous Outlets Required for Various Conveniences—Electrical Utilities Lend Themselves to Novel Window Displays and Attract Women Customers.

By D. A. WOLFE, Westinghouse Electric Company

COMPARATIVELY few people have any idea how completely electricity can be made to perform the myriad household tasks that confront the average housewife each day for in order to get the full benefit from household use of electricity it is often desirable to put current to several, or possibly half a dozen uses in a single room at the same time.

The solution of this problem lies in more convenience outlets. In other words, electricity is in a sense a servant and when sufficient outlets are not provided, it handicaps this servant just as much as it would handicap a human servant to tie one of his hands behind his back. On the other hand if the household electrical "Servant" is encouraged to do his best, through plenty of convenience outlets, properly placed, he will render more uniform and satisfactory service in every room in the house, and twenty-four hours each day if necessary, than any human servant could do.

To assure such service, however, one must have a clear mental picture of what tasks electricity is capable of performing in each room.

Electric lighting for instance should not be limited to ceiling pendants, but provision should be made for wall brackets, floor lamps, reading lamps, table lamps and candlestick lamps. The greatest comfort in a home is adequate and proper illumination. When a person comes into a room where the light is abundant and yet not glaring, where the multi-colored lamp shades present a certain tonal warmth, an indescribable restfulness is experienced which makes it a pleasure to prolong the visit.

Needs of the Electric Kitchen

In the kitchen, it is not enough merely to provide receptacles for lights, an iron and possibly a fan. In the kitchen of an electrical home one finds provision, at least in the way of convenience outlets, for complete electrical equipment. Probably the greatest labor-saver in the way of such equipment is the electric range, in the best type of which the heat in the ovens can be turned on automatically at any desired time and turned off in like manner when the required temperature has been reached, thereby permitting the housewife to cook steaks, roasts, chops, pies, cakes and the like while absent from the house or when attending to other duties with the assurance that such foods will be done just right.

Other labor-saving and comfort-assuring electric equipment for the modern kitchen includes the dish-washer, sweeper, iron, fan, waffleiron, refrigerating machine, and by no means least, a small electric motor.

For polishing silverware and utensils and grinding knives, a small motor will be found worth all it costs.

In addition, if the man of the house is the least bit mechanically inclined, he can, with a simple speed reducing device, belt such a motor to the household meat and food grinder and put it to other labor saving uses, some of which will be mentioned later in this article.

All of the numerous electric devices mentioned for the kitchen are giving satisfactory service every day in thousands of homes throughout the world, and if a little intelli-

gent thought is given to providing a reasonable number of convenience outlets for their use and to placing such outlets advantageously, almost any housewife who knows will certify that the use of the devices mentioned is a pleasure rather than a bother.

In the dining room the use at the table of the electric percolator, toaster, chafing dish and grill or toaster stove has become habitual in many homes. In fact, dining room furniture is now being made with concealed wiring for the use of such devices. In addition, the advantages of provision for use of the electric sweeper, fan and heater in the dining room are apparent. All this makes an ample number of convenience outlets in the dining room and the care in selecting their locations as important as in the kitchen.

The same is true of the living room, where is found need of floor, reading and table lamps, sweeper, fan, and electric heater.

Appliances for Every Room

In bedrooms and boudoir must be made provisions for lamps, curling iron, warming pad, sweeper, fan and electric heater.

Mention of the bathroom brings to mind the need of the electric water heater to heat water for shaving, for the sick room and for the many times a small quantity of hot water is needed in a hurry; also the electric sterilizer; the electric heater or reflector to dry one's hair or to radiate a welcome warmth on a chilly day; and the fan which is so necessary to every room in the house in hot weather, but doubly so in the bathroom, because it makes an easy matter of drying the hair after a shampoo. One convenience outlet for these varied uses would scarcely fit in with the modern idea of convenience and efficiency.

Even the sewing room presents a number of labor-saving uses of electricity which make a requisite number of convenience outlets desirable. First, of course, is proper provision for the sew motor, or the electric sewing machine, after which comes provision for sweeper, lamps, fan, electric heater and a light iron for pressing newly made garments.

The nursery and playroom demand enough outlets to accommodate the milk bottle warmer, warming pad, water heater, sweeper, lamps, fan, electric heater and electric toys.

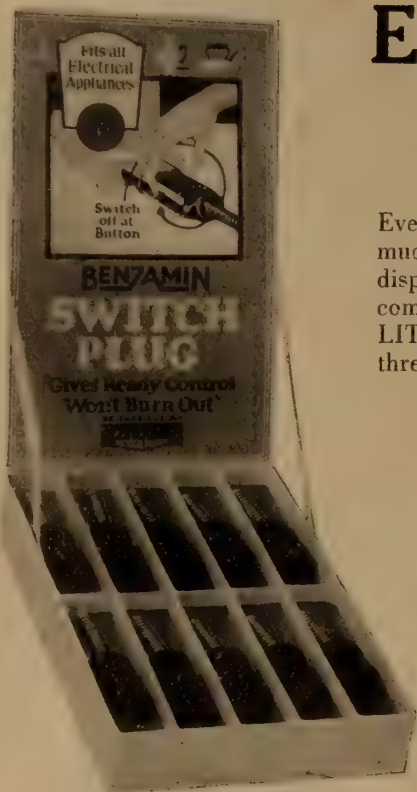
In the laundry provision of course must be made for the electric washing equipment and the electric ironer and in the basement or cellar an electric heater will often be found desirable.

Here also a small electric motor such as is recommended for use in the kitchen, will be found valuable in a dozen different ways. It can easily be arranged so that its power can be applied to turning an ice cream freezer and it is excellent for grinding tools and buffing metal articles. It can also be rigged up to serve effectively where accurate drilling of holes is necessary.

If the man of the house is of a mechanical bent, it might also be worth while to have a small electric gluepot as a part of his work bench equipment. In fact unexpected uses for electricity in the lower part of the house often come up and it is the part of wisdom to have more convenience outlets there than actually seem necessary.

BENJAMIN

Easy Money For Live Hardware Dealers



BENJAMIN 7051 SWITCH PLUG
10 in a richly colored carton—They
sell at sight.

Every hardware store offers a ready market for these three useful and much needed articles. They are easy to attach and when prominently displayed on your counter every customer will be interested and sales will come easy. Furthermore every SWITCH PLUG, TAP-LITE or DIM-A-LITE you sell brings a good margin of profit—others are finding these three articles very profitable to sell—why pass up the golden opportunity.

EVERY HOME NEEDS THESE USEFUL DEVICES

Benjamin 7051 Switch Plugs

Benjamin 23w Dim-a-Lite

Benjamin 1080 Tap-Lite

Canada-wide advertising of these articles will
bring enquiries and buyers to your store.

We want every store to have Benjamin Dim-a-Lite SWITCH PLUG, TAP-LITE and DIM-A-LITE devices ready for the immediate demand our publicity campaign will bring about. Don't wait until then—order through your jobber now—or write us direct and we will place it for you. The business is here—now—your customers have a need of these articles. Are you going to let them go elsewhere?



BENJAMIN 23W DIM-A-LITE
Fits any socket. 12 on an illustrated display card as above.

We would like
to send you
Dealer
Literature
on
Dim-a-Lite
and
Switch Plug
Devices
Ask for it



BENJAMIN 1080 TAP-LITE
The above illustration shows the use and
attractive manner in which Tap-Lite devices
are displayed.

Benjamin Electric Mfg. of Canada

Montreal

TORONTO

Winnipeg

An Electrical Servant Window

Holden & Hemingway, Washington, recently featured a window display in which was a vacuum cleaner, captioned as "The Housemaid," was camouflaged with a blue gingham gown, apron and cap. "The Cook" was represented by an electric stove, with grill, waffle iron, egg broiler, and toaster for arms and legs. The head was formed with a tea kettle, with the spout for a nose. "The washerwoman," simulated by an electric washing machine, was clothed in an appropriate dress, with irons for the feet. This character formed an enormously stout, short woman. "The General Attendant," attired in livery, was constructed with lighting fixtures, electric bells and an electric dumb waiter. Backing up the entire display was the following convincing card:

"No more need to worry over the Servant Question. We are prepared to offer you a full staff of capable and obedient servants."

Small Corner Window Pyramid

The Haverland Electric Goods Co., had a display that was a triumph over difficulties.

The floor space of the window—approximately eight by seven feet—is a perfect triangle. The eight foot side of the triangle is the front of the window.

A recent display made within this space was placed upon a pyramid of five steps, starting with an eight foot step in front, and at the bottom, with each succeeding step becoming shorter as the pyramid went higher and deeper into the corner of the window. At the top of the fifth step a triangular space remained at about the height of a man's shoulders from the sidewalk.

On this space, with its rear fitting snugly into the corner, was what looked like the ground story of an ornamental little house. In reality it was a tin window ornament made to fit any corner. In the middle of the face of this "corner filler," was an arched door about one foot wide, one foot deep and two feet high. The framework of tin surrounding this door was painted white. Inside the door a ceiling of white crepe paper sloped toward the rear. Above this ceiling an electric light was inclosed. Inside the door and nearly filling it, was a silver tea urn of artistic design. This was the crowning feature of the window. On the floor space immediately in front of the arch, larger electrical appliances were placed. Then as one's eye traveled down the steps toward the foreground the articles on display became smaller and more numerous.

Utilizing Doorway After Store Hours

The Right House, Hamilton, utilize their store doorway space to effective advantage after the store is closed at night. A recent display consisted of a tasteful arrangement of electric table and floor lamps. This sent a flood of diffused light thru the entire entrance, with the result that pedestrians were attracted to the novel showing. The goods exhibited in this manner are removed each morning before the store is opened. Such displays capitalize every fraction of display space.

Window Cards with a Punch

The Boyden Electrical Co., Vancouver, had a varied display of electrical household appliances, each of which was ably supported by a snappy little card. Some of the clever messages were "You need heat," "You iron," "You wash clothes," "You wash dishes," "You crimp your hair." The small articles were exhibited on the floor down in front.

The rear left corner contained an electric washer, while at the opposite side was an electric sewing machine in actual operation. Attached to the sewing machine lever with a hole in it, and working up and down the front part of the

machine, were three green strips. Arguments in favor of sewing by electricity were printed on the strips, and the three strips were arranged to revolve on the sewing machine.

Unusual Window Cards

The Electrical Appliance Co., Winnipeg, had several narrow cards along the back shelving inside the store, but which could be read easily thru the open windows. The lettering of each card was zigzagged with electric flashes. The messages the cards bore were as follows:

"Save the coal with an electric heater."

"Our electrical appliances are sanitary and safe."

"Have you a Little Washer in your home?"

"Eventually, why not now?"

Sells 400 Vacuums a Year

Personal solicitation from house to house by a man employed by the Frank A. Empsall Company, Watertown, N.Y., enabled the store to sell 400 vacuum cleaners last year.

The personal solicitation has been found to be the best and has led to less trouble. Here the man explains just exactly what the vacuum can do, what terms it is being sold on, and finds that he can get the attention of the prospect better in the home than in the store.

This man is employed on a commission basis. He is in the store on Saturdays, and makes some sales this way, altho the majority of his sales are made in his house to house calls.

ELABORATE SETTING FOR ELECTRICAL DISPLAY

Ashdown's, Winnipeg, are strongly in favor of elaborate settings for household appliances, such as electrical washers. One of their recent windows was enclosed at the back with green beaver board, in the center of which was an oval shaped scenic panel. The picture depicted late Autumn in the mountains, and there was a lake in the foreground of the picture. On each side of the scenic panel was a long green and gold pillar, with a cut glass vase on top filled with seasonable foliage. At each far rear side was a slate color square post, streaked with gold. Extending from the ceiling was a semi-circular piece of latticework, hanging down from which were purple flowers. Down in front were stands and footstools each painted with streaks of green and golden yellow, together with a vase of seasonable flowers on top of each fixture. The goods displayed here were electric irons. Over the green and gold board painted floor at each front side was an electrical washer.

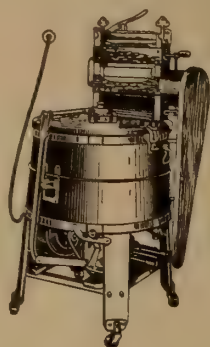
MACHINERY FOR THE HOME

The Wheaton Electric Company, Saskatoon, Sask., leaned a card against an electrical washer in their window. The card briefly pointed out that—

"No Woman should do any labor that a machine should do."

LINE OF CLOTHES IN WINDOW

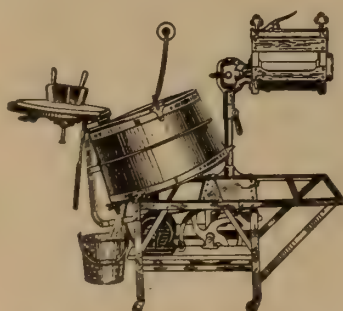
The Hydro Shop, Windsor, had a window display that reminded the housewife of wash day. Clothes lines were strung across the top of the window by the glass. Hung on the lines at intervals were hand towels, a letter being painted on each towel in order to spell out the particular make of washer. The towels were attached to the clothes lines by wooden clothes pines. The name of the make of washer was also spelled on the floor of the front center, with the aid of wooden clothespins. An electrical washer was stationed at the right rear. At the opposite side was a cardboard cut-out of a tired looking woman bending over a wash tub.



**Connor Economy
Stationary Wringer**

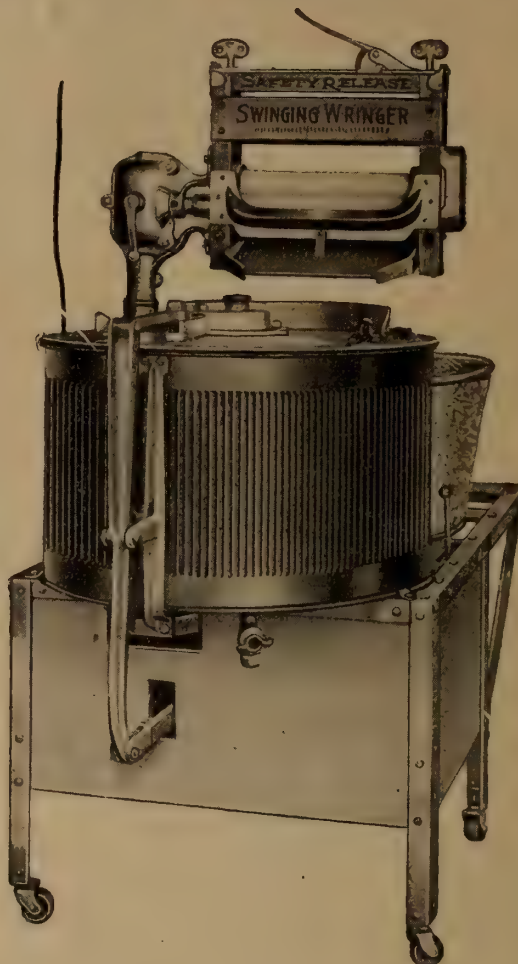


**Connor Perfection
Electric
Swinging Wringer**



**Connor Electric Model 2
Wood Tilting Tub
Swinging Wringer**

The Latest Addition to the Famous Connor Line



**The Connor Copper Tub
Electric Model 4C**

The long-standing popularity of the Connor line is proof of the success which has attended our efforts to supply the trade and public with washers which meet all requirements. The new model (4C) is quickly taking a leading place as its many desirable features become known. Polished Copper tub and polished aluminum cover, polished aluminum feed board and drain board on 12" swinging wringer, extension folding bench—these and many other special devices make an instant appeal. Let us send you full particulars.

J. H. Connor & Son Ltd., Ottawa, Ont.

311 Chambers St., Winnipeg, Man.

33 $\frac{1}{2}$ % Increased Production To Handle Increased Demand!

ON MARCH 1st we issued an advance notice to the Trade outlining mechanical implements which several years of actual use and continuous research in our own factory had developed and crystallized into the New Model "A-W" Colonial Maid Bluebird Electric Clothes Washer.

The response from Dealers who carefully studied this circular has already compelled us to perfect plans for increased production of almost 33%.

If you did not at the moment realize the importance of the message referred to, we will gladly mail you a further copy and other data, that you may learn how and why the New Model "A-W" is destined to make Bluebird still more pre-eminent among all Electric Washing Machines.

The revisions comprised in Model "A-W" are far too numerous and important to be fully described in one advertisement. They include, however: (1) A new motor mounting; (2) A perfect belt-tension adjustment device; (3) Improved lubrication; (4) An entirely new aluminum wringer with many exclusive features.

THE NEW MODEL "A-W"

^{"Colonial Maid"} Blue Bird ELECTRIC CLOTHES WASHER

REMEMBER—No basic feature of Bluebird can ever be altered to advantage. But the refinements of detail effected in the Model "A-W" are so far-reaching that we are spending thousands of dollars in

New Advertising and Circular Matter

to acquaint the public with them and induce requests for demonstrations by local dealers. YOU can profit from this by displaying the new Bluebird in your store—by studying the new features and explaining their importance—by advertising that YOU are the Bluebird Store for your district—by distributing the circular matter which we will gladly supply.

Don't Delay—Write Today!

If you are not already linked with Bluebird success, you could not select a better moment than this to make your store a Bluebird Store.



BlueBird Corporation Limited—Brantford, Canada

Jobbers Salesmen Have Big Opportunity

Pick Up Ideas from Well Managed Stores and Pass Along to the Less Fortunate—
The "Specialty" of One Trip Becomes the "Staple" Next Time.

By L. R. BAKER, Burgess Batteries, Limited, before Salesmen of Miller Morse Hardware Company Winnipeg.

FROM the experts on scientific salesmanship we learn that the following are necessary to successful selling.

1. Customer's Interest—A real heart interest in your customer.
2. Knowledge—Know everything possible about your customers, your goods, your house, your own abilities—and the up-to-date information on new methods of selling.
3. Faith—Faith in your firm, your goods—your ability to render service.
4. Self-Confidence—Belief in your own ability to do the right thing at the right time to the greatest benefit of the most people.
5. Correct Method—The right way of hitching the prospect up to your way of doing things. Getting him to use your goods or service.

Every writer on the subject has a different idea as to what constitutes customer interest. So we will just kid ourselves that for our purposes we know as much about it as they do.

To begin with, the customer is our bread and butter. If we get in right with him he may also represent a bit of ice cream and cake. To the salesman the two absolute essentials are "something to sell" and "some one to sell it to." So we love the customer. Every effort is bent toward helping him build his business—to make a profit.

The Storekeeper is one of the most important factors in the economical distribution of almost every product. But we must show him some of the things he ought to do. Human nature has to be continuously prodded—and the hardest persons to keep doing the things that should be done are—ourselves.

Big City efficiency and aggressiveness applied to the country store accomplish as much or more in proportion than to the city store.

Clerks Appreciate Helpful Information

All possible information about merchandise should be passed on to the store clerks. Arguments that sell a line of goods to the merchants will sell their clerks—as a rule. Then the public gets to know the real values from the retail clerk. Time spent in going over lines with salesmen of the retail store is profitable for after all on them depends to a large measure the getting into the hands of the ultimate consumer. And the salesmen representing the wholesale house will be surprised at the new ideas they will pick up through the process. You cannot appreciate unless you've been doing it how quickly you develop yourself when put to the job of passing along helpful information.

Capital must be taught to make bigger profits. And profits are made on rapid turnovers. A large part of the cost of doing business can be blamed on idle capital tied up in slow moving stock. If stock is turned twelve times a year the gross profit is multiplied by twelve. If turned only twice, then the gross has only been doubled. A business run at this latter rate could finance six such businesses if turnover speeded up to twelve turn of capital investment.

To-day to be successful, a merchant should understand this principle of TURNOVER. The salesman's job is to see the dealer has the right kind of stock—and in such quantities that he can get the maximum number of turns out of it—keep his dollars working. It isn't possible to make any money out of commodities that will not sell.

The two things in any business that are disposed of—replaced and disposed of again—or turned over are:

1. Stock of merchandise.
2. The money invested in such merchandise.

Let's do some figuring to see what a difference in rate of turnover makes to profits. Suppose one of your customers has annual sales of \$25,000. His gross profit is \$8750—or 35%. Take off 25% of the sales, or \$6,250, leaving \$2500 net profit, or 10%. Assuming we could double the volume of business on the same markup we would have a gross profit of \$17,500. Let's admit the expenses doubled too (which is quite unlikely) or remained at 25% of the sales we have, \$12,500, which gives a net profit of \$5000. You see right away that a big increase in sales makes a smaller markup margin possible.

Now here is the principle a lot of men in business do not seem to understand. That though the percentage of actual profit on merchandise or service may be only 5% if it is turned ten times during the year the result is 50% on the original investment. Of course, if he can get 10% five times a year the result works out the same. But in all probability competition would make the going much tougher.

Then, to even things up a larger margin needs to be added to the slow-moving lines than to the quick-turning ones.

A man can grow rich on a 5% margin of profit on a commodity if he sells it often enough. The profit on any one article may be small, but when multiplied by 1000, 5000 or 10,000 the profit on volume begins to count. The banana man invests \$10—sells out every day for \$20—shows Turnover, \$3,600 in a year, or 3,600% on his original investment.

The banana man's business was done on a cash basis that made possible all these turns of his capital. The aim to work to is a daily turnover of stock. Many merchants, of course, won't ever accomplish that, but we know of some stores that are getting 26 turnovers a year—and they don't have any trouble competing with mail order houses. Here's a quick way to illustrate Turnover and its effect on net profits.

Profits Made on Flashlights

Suppose we take a line we are all familiar with—flashlights. The dealer's discount is 33 one third per cent so his gross profit on Turnover is 33 one third. Suppose for easy figuring we reckon his overhead at 28 one-third per cent, then his net margin is 5%. If he has a stock for 30 days and lets the goods out on 30 day terms his actual profit on annual turnover is $5/30 \times 365 = 60.83\%$. Now suppose he does a cash business. He has his stock only 30 days before getting his money out of it so the net result is $5/30 \times 365 = 60.83\%$. To show how this thing applies to yourself—and the business you get—let's take some line you are selling that varies in price with quantity. Your dealer wants to get the best discount so he buys a gross at 40% off. If he bought half a gross the discount is only 35% and 1/3 of a gross means only 33-1/3%. This will be a dealer running his business on a cash basis. It takes four months to get his money out of the full gross. He will sell half a gross in 60 days and 1/3 of a gross in 40 days. Let's allow him 25% overhead and see which is the best proposition for the dealer

$$40 - 25 = 15 \\ \text{————} = \frac{1}{3} \text{ by } 365 = 45\frac{1}{3}\%.$$

$$\begin{array}{r} \text{Gross lots.} \\ 35 - 25 \\ \text{————} = 1/6 \text{ of } 365 = 60\frac{5}{6} \text{ on Half Gross lots} \\ 60 \\ \text{and on } 1/3 \text{ Gross the result is} \\ 8\frac{1}{3} \\ 33\frac{1}{3} - 25 = \text{————} \text{ of } 365 = 76\%. \\ 40 \end{array}$$

From this you see the dealer can do either of two things—sell his goods for less money and sell more of them at a smaller profit or if the business will not be materially increased that way—put some of his profit to work through addition of quick moving lines that can be worked in with the main business.

The dealer must know that he is allowing for a margin above his overhead when marking up the goods. First he has to find his overhead by dividing the total of a year's business into his total expenses. Let's take for granted that he finds his expense are 20% of his sales—and he wants to make a net profit of 5% on his turnover of a particular line. What percentage is he going to add? Replies to a questionnaire sent out to 1000 merchants with a rating in Dun's and Bradstreet's brought in less than 25% correct replies. But it's very simple if we remember that the overhead is a percentage of the selling price and that the only correct way to figure net profit is on sales. You don't add 25% of the cost to the goods. If you do that here is how you land. Suppose your cost is \$1.00 for easy figuring. Figuring that way your selling price would be \$1.25. Your overhead would be 25c. There isn't any need of figuring the 5% net profit because it's gone. But when you figure it properly you are bound to have your overhead taken care of and leave some over. Your overhead is 20% of selling price. Net profit is 5% of selling price. So it takes 25% of selling price for these two items. Then your cost must 75% of your selling price. Let cost be \$1.00. Then 75% of selling price \$1.00—and selling price should be 100-75 by 100-1.33-1/3. Let's prove it: 20% of 1.33-1/3-26-2/3c. 5% = 6-2/3c. The two make 33-1/3c—leaving your original cost \$1.00. It's true competition will not permit a straight markup on the whole stock. But if some sacri-



BILLMONT

All the wrench equipment you'll ever need with but a few wrenches, for each wrench takes the entire set of Billmont sockets. Makes 24 different wrenches by merely changing the sockets.

8 wrenches and 24 sockets will operate to the same extent as 192 wrenches.

This Billmont wrench set lessens the number of wrenches but increases their uses.

There's the MASTER with its hooked nose, and seven other wrenches with 24 interchangeable sockets (hexagonal and square). All handy and compact in a 22-gauge metal kit box ready for use.

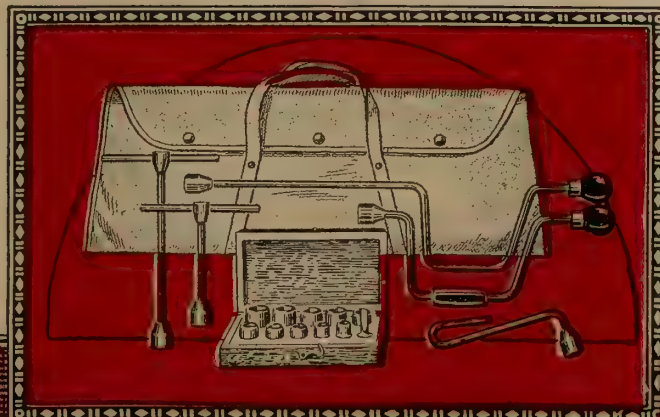
Every dealer should carry sample kit in stock. Ask your jobber, or write us for complete information.

The Russell Gear & Machine Co., Limited
TORONTO CANADA

WRENCHES with Interchangeable Sockets



Nose piece takes all sizes in Billmont sockets.



Sockets are finely machined, broached and hardened.

face is to be made the dealer who knows his actual cost, including overhead, has a big advantage over the merchant who doesn't.

Get your merchants to show on their price tags their cost INCLUDING overhead in code/as well as the Selling Price. There isn't going to be a big discrepancy to explain then when bargains are put on. It's true some loss will be felt, but when you know where the loss occurs it doesn't become an uncontrollable leak.

That's only a part of what you can do to show you are interested in the customer—and know something of his problems. How you get it over to him is your job. Be sure, though, if you are primed with this kind of information you are going to find ways of using it. You make a steady—and more efficient outlet for increasing quantities of goods. If you work it right you will be the chief source of supply.

So much for the Customer's Interest—that's not even a beginning but we can probably work in something under Knowledge. Under this heading we can work in four things on which we must be well posted if we are to be successful—Self, of our goods or service; Human Nature; our Customers—and Psychology, or the functioning of the mind.

How Efficient Are You?

Self—How about our ability to fill the job we are working at? Are we using every known means to get the most out of the work we have to do? Where do we fall down when we fail to land business we feel sure is to be had by somebody? What are we doing to develop the brain power we possess. The late Professor Wm. James, the noted psychologist, said the average man doesn't make use of 1/10 the brain power he possesses. If we are skidding along—getting by with less than 1/10—what couldn't we do with say 50% of the equipment actually working? Then there's Reliability—the feelings—the right heart that goes to make up the foursquare man. What percentage of efficiency there? Then the Endurance—what shape are we keeping the old body in—and how can we keep it up and coming to stand the daily grind? Then Action—how about that? Is the "Will" working properly? Are we filled with determination to carry through and do the job up 100%—or as near that as is humanly possible? That's very sketchy, of course. We may not pay much attention to our Brain—feelings—Body or Will—so long as we are getting along. If we are doing pretty well without giving much thought to them—how much more profitable they would be if we studied them and worked in harmony with their requirements.

The goods—their origin, processes of manufacture, materials from which they come, uses to which they may be put, reasons for various grades, shapes, sizes, etc. You have a lot of items in your book and it's a man's job to tell a real story about every one of them. But the fellow with the broadest knowledge of his line is going to make the best showing on sales—other things being equal.

Selling the Customer

It pays to know your goods. Know the other fellow. Through experience you are sizing up men all the time. Probably some of the younger among you practice on the fair sex, too. You find you get along well with certain of your customers while others aren't so easily handled. You can get business from some fellows the first or second call—others it takes you longer but you get more from them eventually and they stay with your house. By instinct you learn the best method of approaching different types. But they have this sizing-up game down to a science now and are getting out good practical information. We can pass on from this, just saying you already know there is a big profit in being able to judge what the other fellow is most likely to do.

Now we come to the actual sale itself—the meeting of the minds—Psychology. Let's see what takes place—what runs through the mind of your customer before he actually gives you business? 1. You have attracted his favorable *Attention*—haven't you? 2. Won his *Confidence*—made him feel you are a regular fellow representing a dependable house—safe to deal with. Then you have his interest in your proposition. You have made him actually want to go through with the proposition you have suggested—you have created *Desire*. But still the contract isn't made—you have to make him want your goods or services so much that he is going to act—give you the order. So you see there are *Attention*, *Interest*, *Confidence*, *Desire*, *Action*. They may only take a second but every time a sale is made they have each had their share of the job. If the salesman has properly done his work—sold the right goods—in the right quantity at the proper time and price—the customer will experience the further feeling of *Satisfaction*.

Salesmanship is the Manner, Method or Art of most economically effecting the exchange of goods for money to the equal and permanent satisfaction of both buyer and seller.

Faith—Webster says of Faith: Belief, trust in the honesty and truth of another, unshaken adherence, fidelity.

We must have faith in the firm we represent—to do the best work. Faith that they will back up your efforts with the right kind of goods and that the buyers will see to it you have as up-to-date merchandise as competitors—that they will see that the correspondence that goes out from the house will further the goodwill of

your customers. That the Credit Department will back you up when you show your judgment is worthy of consideration. Have faith in your job—it is one of the most important in human existence—and worthy of being classed with the leading professions. So it demands study. But have faith in your own ability to live up to its demands. Teddy Roosevelt was right when he said, "It is the duty of every man to devote some of his time to the betterment of the profession to which he belongs."

Self-confidence—is born of Knowledge of yourself, your customer, the goods and the proper presentation of your story to win the largest percentage of sales. It gives you the pep—the energy to bat out over 500—and makes the day's work easier. Experience brings it about—and what is experience but the accumulation of knowledge, the result of observation, thinking, remembering and imagining? Add to your own experience that of those who have written in book form.

Correct Methods—This is getting down to detailed plans—suggested ways through which we can improve our efficiency. Did it ever strike you that your customer might give you more of his time if you let him know a few days ahead that you were on your way to see him? Advance cards are fair—but too much like the monthly statement of account. Just five minutes spent on a personal letter will work wonders.

Every time over the territory carry some high class line—know all about it—how it makes money for other dealers, etc. Let it be your introduction one trip. Then it's a staple you'll copy from the want book next time. Sell something every trip as well as taking orders for what your customer can't get along without. Give idea to dealer to try to make sales through suggesting a particular article to every prospect during one day. But how's all this going to help you with your trade against other wholesale houses? You dig around the house find out about your buyers—tell some little story about how they lined up on something that went over big. About the growth of your firm—the activities of your President. Your imagination can weave a hundred stories of interest to your customers.

TALKS TO BRITISH COLUMBIA DEALERS

E. D. Ranck, General Manager of The Coleman Lamp Company Limited, Toronto, addressed the British Columbia Hardware Dealers' Convention at Vancouver, February 7, 1923, on "Nationally Advertised Goods" as follows:

"We were here for a purpose," said Mr. Ranck, "first to get acquainted and exchange ideas,—second, to carry back enthusiasm for developing larger business and by gaining ideas for business to make more profit. He stated that all business was conducted with an item of overhead. Some carry a larger amount than others, but during the War, and since, this item has increased to such an extent that all business has to be watched carefully, so that the demon of business known as "Overhead" does not become that larger monster known as "deficit."

"Profit only starts where Overhead is met, and, as all business must be conducted with a profit in view, we must budget our business and arrange to meet our overhead in the shortest possible space of time. Volume in Business is the quickest way to reduce this item. By handling the goods that will flow through the channels of least sales resistance you can bring down your Sales Cost, meet your overhead more quickly and start the profit coming to your business. There are several methods of handling goods over your counters that will bring this objective to you with the least possible Sales resistance, but the best known methods are:—

"1—Handle nationally advertised lines, as the advertising has prepared the customer for his acceptance when he sees the goods in your store which his home paper has already drawn to his attention.

"2—By linking up the goods that you are selling with this advertising by using the Manufacturers' Dealer Helps, such as Window Displays, Counter Displays, etc., and by using local advertising in your papers, advertising the same goods under your own name. Goods well displayed are half sold.

"The lines which we manufacture and which I represent here today not only sell themselves, when properly displayed, but are the greatest "Silent Salesman" that you can possibly have in your entire merchandising program, helping you to sell other goods. I did not come here to advertise our line, but as I have with me some dealer Helps and our product, I should like to show you quickly how at small cost you can use the display matter that is sent by the Manufacturer to stimulate your sales by attracting the attention of the consumer to the goods in your window, on your counter, in the aisle of your store or upon your shelves, and in this way boost your gross sales at a fair margin of profit, wipe out your overhead and reduce sales resistance. This is applicable, not only to our line, but to other lines that are necessary to the upbuilding of the comfort of the home.

"Time will not permit me to go further into this subject but I should like to bring to you the message, that by watching carefully the overhead, by handling nationally advertised merchandise, by displaying the merchandises properly and by using the resourcefulness with which you dealers are endowed, the year 1923 will bring the largest measure of prosperity to the Hardware Dealers of British Columbia that they have ever enjoyed.

100% PURE

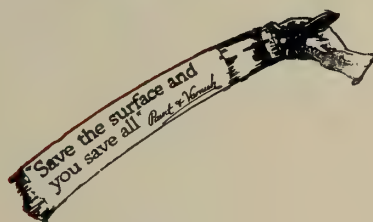
None Better!



Guarantee

We guarantee the Martin-Senour 100 per cent. Pure Paint (except inside white and a few dark shades that cannot be prepared from lead and zinc), to be made from pure white lead, pure oxide of zinc, with coloring matter in proportionate quantities necessary to make their respective shades and tints, with pure linseed oil and turpentine dryer, and to be entirely FREE from water, benzine, whiting and other adulterations, and SOLD SUBJECT TO CHEMICAL ANALYSIS.

The MARTIN-SENOUR Co.
LIMITED
PRODUCERS OF PAINTS AND VARNISHES
WINNIPEG TORONTO
VANCOUVER MONTREAL HALIFAX



Search the Paint field as you will, you cannot find a better or more customer-satisfying line than the Martin-Senour Agency offers you.

One hundred per cent. pure Paint and Varnishes plus one hundred per cent. Co-operation. Real Satisfaction for your paint customers, real paint profits for you.

Write us for particulars.

The MARTIN-SENOUR Co.

LIMITED

PRODUCERS OF PAINTS AND VARNISHES

WINNIPEG TORONTO
VANCOUVER MONTREAL HALIFAX

RAM



“THE RI PAIN

*“Save the surface and
you save all” Paint & Varnish*

A. Ramsay

The All Canada

Montreal

Toronto

NOVA SCOTIA
James Simmonds, Limited,
Halifax, N. S.

Distributors

REGINA DISTRICT
Wood, Vallance, Limited,
Regina, Sask.

SAY'S RIGHT PAINT TO IT RIGHT"

& Son Company

Manufacturers of Paints and Varnishes since 1842

Winnipeg

Vancouver

EDMONTON DISTRICT
Revillon Wholesale, Limited,
Edmonton, Alta.

Distributors :

CALGARY DISTRICT
The McDonald-Baker Co.
818 8th Ave., Calgary, Alta.

*"Save the surface and
you save all"
Paint & Varnish*

ANNOUNCING A NEW FLAT WALL PAINT

NON-INFLAMMABLE

FRESCO-LITH

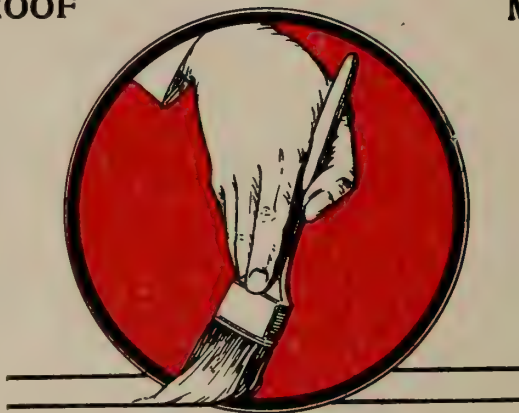
THE
WONDER PAINT

SUPPLIED IN PURE SNOW WHITE AND SIX COLORS

ABSOLUTELY FIREPROOF

One cup of warm water stirred into a 5 pound tin of Fresco-Lith makes it ready to be applied by spraying or brushing to any surface. It is an Emulsion Paint and possesses qualities not present in Distemper or Oil Paints.

Laps do not show, it does not flake or shell off and it may be used as ground work for enamelling, grain-ing, or varnishing.



It Stays where it is applied, does not Sink, Sets as Hard as a Rock

MADE IN PASTE FORM

Fresco-Lith has been approved as non-inflammable by the fire under-writers and the cost of insurance is lowered fifteen per cent. where it is applied.

It is Sanitary and Odorless and is recommended for use on Brick, Cement, Plaster, Beaver Board, Iron Radiators and Pipes, Ceilings, and Woodwork, interior or exterior. Brushes are washed with Plain Water.

If you want the control of this WONDER PAINT in your territory write for particulars.

BUCKINGHAM & HOOPS, LIMITED

Makers of fine Varnishes and Enamels

400 EASTERN AVENUE,

TORONTO

[illegible]



YORK OFFICE
127 DUNE ST.

VANCOUVER OFFICE
WHICH BUILDING
HASTINGS STREET

ESTABLISHED 1859
INCORPORATED 1891
CAPITAL STOCK \$250 000.

E. G. Prior & Co. Limited
WHOLESALE IMPORTERS OF
**BAR AND PLATE IRON, STEEL
RAILS, PIPE, FITTINGS, NAILS.**

BRANDS
P
A B C 5TH EDITION
WESTERN UNION
A 1

**SHELF AND HEAVY HARDWARE
GUNS, AMMUNITION, FISHING TACKLE ETC.**

Victoria, B.C.

Oct. 17. 1922



The Sherwin Williams Co.,
Montreal Canada.

Dear Sirs:-

At a time when all branches of our business were developing with the growth of our Province, our Paint Department was proving the only exception, and in spite of every effort, sales remained unsatisfactory in this department of our business.

We fully realized that a drastic change was necessary if better conditions were to be brought about, and that the only possibility of producing this, was to establish a connection that would enable us to go out and compete with the quality and the name of some first-class line behind us. It was for this reason that we entered into negotiations with you that have resulted so fortunately.

During the four years that we have acted as your representatives our Paint Department has shown the most satisfactory results and has more than justified the change. Our figures speak for themselves.

During the year ending in June 1918, which was the last period of twelve months in which we handled a competitive line to yours, and taking our sales for that year at a figure of one dollar, the following increase is shown for the four succeeding years during which we handled S.W.P.

Taking out			
Following increase			
which we handled S.W.			\$1.00
June 30th.	1918		4.78
"	"	1919	6.02
"	"	1920	4.30
"	"	1921	8.60
"	"	1922	
		at our busine	750% o

You will note from this that our business for the last twelve months has shown an increase of 750% over the volume of Paint business we did in the year 1918. We attribute this not alone to the S.W.P. name, but also to the quality of the goods.

Our travellers and salesmen have developed an enthusiasm for your line, feeling that every sale made assists in bringing additional business, and has a cumulative effect.

S.W.P. has not alone brought us increased Paint business and increased profit, but it is acting as a medium to bring with it sales in other lines

Yours truly,

E.G. PRIOR & CO. LTD. LY.,
C.P.W. Schwengers,
MAN. DIRECTOR.

Save the surface and
you save all.

Paint Sales multiplied by

8!



Paint Displays Are Seasonable

Some Novel Ideas Used to Bring Paint to the Attention of Home Owners.

THE "Save the Surface and Save All" slogan was hammered home in a recent window display by Crossland & Beale, Calgary. The center of attraction was an ordinary dining room chair, half of a coat or two of mahogany stain. The paint slogan sign was placed on this portion of the chair was made to look like new because a lavish coat of mahogany had been applied. Several cans of varnish stain were placed on the chair seat. The remainder of the floor space was taken by neat stacks of cans of paint.

A Pleasing Color Scheme

Ashdown's, Winnipeg, made an effective paint window trim being occupied by a step of which rested a seven-pound can of paint. At the opposite rear side was a work bench, painted a mottled green and bronze, also stacked with seven-pound cans of assorted paints. Elsewhere room was found for a series of stands, each painted in apple green with patches of golden yellow. Glass shelves were placed over the stands, with one-pound cans of paint resting on glass shelves. Green and gold cardboard blocks formed a check-board effect on the floor.

Brushes Used in Display

George Higman & Sons, Ottawa, were responsible for a neat but distinctive display of painting supplies. Cans of different colored paints were stacked across the rear. At the front center was a star-shaped design, formed with large paint brushes laid flat on the floor. At each side was a small star-shaped design, for which small paint brushes were used composed of three wall-paper knives.

Color Lighting in a Paint Display

A paint display on an imposing and realistic scale was conceived by the Ernst Hardware Co. The background was provided by a painted drop showing the horizon on the ocean. Placed at the center rear was a model sailing vessel, about five feet in length. This model was placed on sand, sprinkled with dry paints of different tints of blue, the whole being arranged to simulate waves. The effect was splendid, so much so, in fact, that the setting was entered in a local photographic contest. Down in front was a sign to the effect that the Ernst Hardware Company employed such and such paint for the color effects in this window setting. At night a concealed spot light from above played on the ship, giving it the effect of riding the waves by moonlight. The floor was of highly polished wood.

Making a Specialty of Paint

The Paint Store, Edmonton, exhibited the following sign at the rear of their paint display:

"THE PAINT STORE—

New Stock—New Ideas

Everything for the House Beautiful."

Alabastine Colors Displayed

The Hunter-Henderson Paint Co., Vancouver, devoted a convincing display to Alabastine. The space at the center front was taken up by a large, round galvanized pan, filled to capacity with the powdered alabastine. There were small trays containing pink and blue powders at each side. Across the rear came neat stacks of different tins of Alabastine in cartons, with a paint brush on top of each stack. The floor covering consisted of printed cards advertising the product.

"Before and After" Appeal

E. Harris & Co., Toronto, featured a graining paint in their window display. Three strips of very rough boards

formed the central feature. One of the boards had been treated with the paint in question, while the second board had not. To further emphasize the contrast the third piece was merely half painted, showing the difference very distinctly. The foreground was occupied by a sample of the paint in addition to the article employed for the graining work. A show card drove the paint home without any wasted words:

"This did it"

The Garden Setting

The Kinzie Paint Co., had a cheery paint display the floor of which was covered with artificial grass. The garden effect was further suggested by the judicious planting of toy trees, with beautiful toy houses surrounded by lovely little gardens. The little garden fences were painted in order to show the delicacy and brightness of Kinzie's paints. Some of the roofs of the houses were moss green, while others were executed in such light colors as grey, ivory white, cream and terra cotta. A very well-worded card stated that:

"It has been well said, 'As fresh as paint.' That is if the paint is the Quality Kind—Kinzie's. They respond to the green of the trees, the blue of the sky, the gay hues of Autumn, and the silver greys of Winter. Choose your colors right. We show you how."

An Appeal to Motorists

The Matthews Paint Co., put in a display devoted to auto paints and enamels. Atmosphere for this was arranged on an elaborate scale. Green painted sawdust was spread to form a border around the edges of the window. Sand was strewn over the middle of the trim to form a curved roadway. Toy automobiles, each about six inches long, and comprising delivery cars, trucks, roadsters and limousines, were placed along different stages of the road. The cars were each painted a different color in order to add variety as well as to show the extensive range of color varnishes and enamels carried in stock. Guide posts standing about a foot high told the way to the Matthews Paint Company. Shrubbery along the roadway was simulated by dry sponges, with tiny blue flowers inserted in them. Additional atmosphere was provided by strewing the roadway with small pieces of rock. Stacks of auto paints and varnishes were stationed across the rear.

MADE \$6000 BY PAINTING HOUSE

By J. A. Shanks, Victoria, B.C.

The house, though unoccupied and unkempt, had all the earmarks of solid construction and expensive design. One day I met an old man coming out of the house.

"Who owns that property?" said I.

"Why," said he gruffly, "do you want to buy it?"

"Well no, I don't" I responded, "but a few coats of good paint would make that a dandy house."

"Look here, young man, I paid \$15,000 for this property and now I'll sell it for \$5,000 plus the tax arrears. Do you want it?" said the old man with vigor.

"What's against it in taxes?" I asked.

"About \$1,100 and I am going to let the city have it for the taxes if it don't sell," he snapped.

"If you fixed it up a bit I believe it would pay you," I suggested: "you know what a little paint will do."

"Not I," said he, "I have sunk every cent I am going to. Good day!"

Six months later a speculator bought the premises for \$1,500. He put \$500 more in three coats of good paint and sold his bargain at \$7,500. It has since turned over again for \$10,000.



IMPORTANT!

TO ASSURE maximum turnover on your varnish sales a very thorough and far-reaching plan for consumer merchandising has been completed, and set in operation, resulting, already, in a capacity production. Please note carefully the following remarks:

Neptunite Advertisements will appear in The Saturday Evening Post; MacLean's Magazine; Everywoman's World; Canadian Home Journal; Woman's Home Companion; Good Housekeeping and 17 other well known magazine and farm papers during the chief painting months.

At the same time NEPTUNITE will be advertised in over 50 local newspapers.

Tie up with this tremendous campaign by frequently displaying our "HOT IRON TEST" Window Trim in your windows. Paste copies of Magazine and Newspaper Ads. on your window pane, and send in names of painters and other prospects for promotion.

Cash in on the interest created by the new product NEPTUNITE and its extraordinary performances.

And lastly, Order EARLY. We are taxed to capacity in our production and Shipping Department.





Clean Up Paint Up



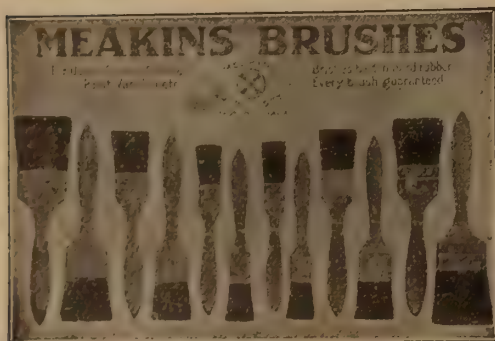
Every Hardware dealer should cash in on the "Save the Surface" and "Clean Up and Paint Up" campaigns by pushing the sale of Meakins Brushes.

A line of brushes that has been on the market for 71 years must give satisfaction—must possess all the qualifications that make it worth while for the dealer to sell.

Meakins Brushes represent First Quality, Right Price and Good Service. Dealers will find that customers will be well satisfied.



We manufacture brushes for all purposes.



Meakins & HAMILTON

Branches at : Montreal Winnipeg London

MAKERS OF GOOD



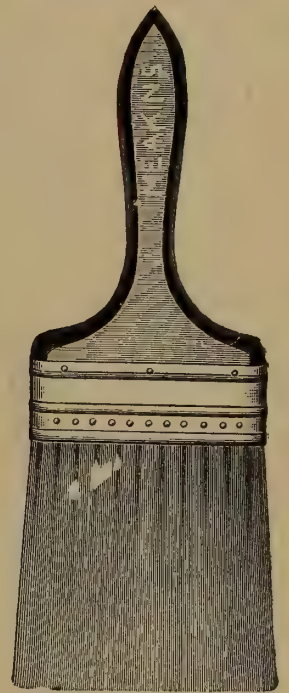
MEAKINS BRUSHES



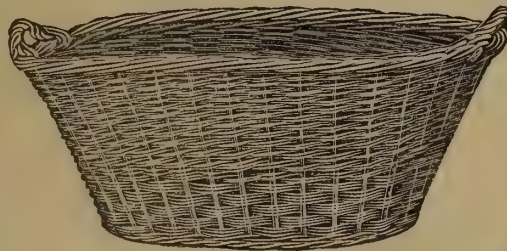
Every dealer should feature Meakins Brushes very prominently during the next few months.

The appearance of an article is not what finally determines its worth. Its real value lies deeper than that. Neither is it "selling talk" that makes a commodity serviceable, but intrinsic merit — something real.

The value in a Meakins paint or varnish brush comes out in the use. Its smooth even spread and remarkable wearing qualities commend it to all users of paint and varnish brushes. They'll tell you that they're leaders.



Catalog furnished on request.



ons Limited
ONTARIO

ronto Vancouver Liverpool, England

BRUSHES SINCE 1852



How Much Paint Stock Should You Carry

What Colors and Sizes a Dealer Should Order—Only Show Colors You have in Stock—Paint Department Should be Near Front of Store.

By CARL W. DIPMAN

IN a town of 2,500 inhabitants there are two hardware stores directly opposite each other on Main Street. Let us call them A and B.

Store A is the older of the two. It has served the farmers and townspeople for 40 years. As you enter the store, the door swings to the right and almost instinctively you follow it. Standing before you, built into the shelving, is a black satin lined case, six feet high and five feet wide, in which there are usually standing a double barreled shotgun, four small .22 calibre rifles and a half dozen ramrods. "Well," I said on entering, "here is a man who makes money in munitions for he is giving the most valuable space in his store to the display of guns." At the rear of the store, behind a high rack filled with garden tools, is his paint and varnish department.

After the usual formalities I asked the proprietor about the number of guns, and the amount of paint and other things he sold. "Well," he said, "I sell about a half dozen popular priced rifles and two or three shotguns a year. There's hardly any game left around here but occasionally a farmer buys a gun because it's a handy thing around the farm. About the paint? Well I don't know! I suppose about \$500 to \$600 worth a year."

On the other side of Main Street is store B. At the right of the door as you enter, there is also a black satin lined case in which are four fancy plated coffee percolators and one silver chafing dish. On the opposite side from the cash register, between the tinware and household supplies, barely in evidence, but not entirely hidden, is a section of shelving filled with paints and varnishes. Proprietor B said he bought a half dozen fancy percolators and two chafing dishes for last winter's holiday trade but had not succeeded in selling them. He said, "This town is too small for fancy percolators and chafing dishes. Paint? Oh yes, that's one of my specialties. I've sold about a thousand dollars worth of paint already this year."

What is true about store A and B is true of many other hardware stores. The most valuable space in the store is too often given to shelving slow moving items, on which little or no profit is made, and the paint department, which is highly profitable, is often hidden in some out of the way place and is sometimes wholly out of sight. If proprietor A would move his paint department to a conspicuous location, his paint and varnish sales would increase the first year. B's paint is more in evidence and he makes it a "specialty" with the result that he does almost twice the paint business that A does, although A has the better general trade.

In a community where there is a sale for guns, certainly the gun department ought to be in great evidence, and in a suburban residential section, no doubt, percolators ought to be well up towards the front. There is no quarrel with the gun or percolator departments and it is true they look well and add a certain atmosphere to a store; but atmosphere alone will not pay the rent. Inasmuch as the paint and varnish department is among the most profitable in the entire hardware line (in many stores it is the most profitable) why not give the paint stock one of the most prominent locations in the store?

If the paint stock is prominently displayed that alone will cause many a man or woman to buy a can of paint or varnish which otherwise might be passed up. Customers constantly pass in and out, and catch glimpses of your paints and varnishes, and when their thoughts finally turn to paint, your brand and your store are the ones first thought of.

If you ask hardware dealers why they do not move their paint department up into the front of the store, they invariably answer. "We don't have room." This raises the question of efficient shelving for the paint and varnish stock. Most hardware shelving is not adapted to the efficient storing of paints and varnishes, and that is why so many dealers "haven't room." But if the shelving is skilfully built to hold the exact size of the cans of your brand, and if it is built deep, your paint will take less than half the space that is normally required when general fixed shelving is used. Before building it, however, be sure to measure the size of cans of your brand to see whether they meet specifications for these shelves.

Whether your place of business is a two-man store in a cross road town, or a city store employing 30 clerks, there should be a well organized paint department with a department manager. One man should be responsible for the buying and stock-keeping. How well the goods are bought, often determines whether the paint department pays a profit. The head of the department should be held responsible for a good increase in the volume of sales each year. He can well afford to take care of the technical trade of painters, contractors, mills and large jobs, personally, but every clerk in the store should be sufficiently familiar with paints and varnishes, and their uses, to be able to wait on customers. Paint is never well sold until expert advice is given as to its use.

So much for the general paint department. Now let us get down to a consideration of the details of the general house paint line. House paint is the backbone of the entire paint proposition. The capital invested in house paint is usually large, and sometimes burdensome, and it often carries with it a percentage of profit smaller than the specialties. Inasmuch as house paint sales are, as a rule, a large percentage of the total paint department volume, it becomes all the more necessary to put it on a profit basis. Several dealers told me recently they do not make a good profit on house paint, but make it up on the specialties. House paint can be made to pay a liberal profit and the fundamental requisites are: (1) buy it right; (2) carry no more colors than necessary, and (3) get a rapid turnover.

For the sake of simplicity, let us classify hardware dealers in three general groups, divided according to their paint market.

Limit Your Color Line

Group I will include dealers in villages and towns of less than 2,000 inhabitants, and the neighborhood stores in suburban communities. This group will generally include the dealers with a rating less than \$2,000 and their sales volume is limited by the size of their trade territory.

Very often the house paint line in stores of this group is manhandled. It is a common occurrence for a woman to



BE THE PAINT MAN IN YOUR TOWN

THE great specialist is master of one subject, while qualified for general practice.

The civil engineer has spent years in the study of his profession, yet fills many varied positions.

The lawyer knows law, but is often a business man.

The hardware dealer knows hardware—he has been known to become a surface protection expert with profit.

A "Save the Surface Department" is profitable and easy to establish. It is simply a question of taking advantage of the Save the Surface Campaign and Slogan, which has been put into effect for your benefit. Your windows can be made a constant magnet to the property owner. The slogan here, there and everywhere, means business now, then and all the time.

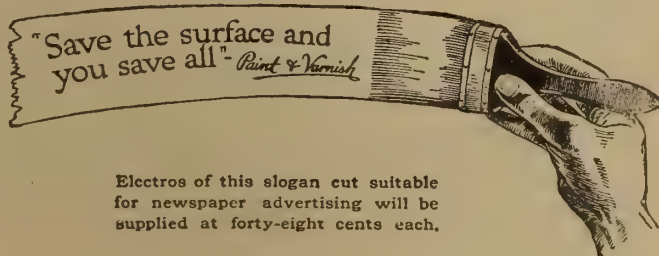
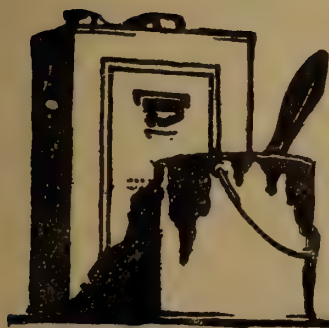
Be the paint man in your town and people will come to you for your advice as well as your paint.

Save the Surface Campaign

209 Coronation Building
121 Bishop Street
MONTREAL

"Save the surface and
you save all" *Paint & Varnish*

Electros of this slogan cut suitable
for newspaper advertising will be
supplied at forty-eight cents each.



enter a store, select a shade from the color card only to be told that shade is not in stock. She selects the next best and the chances are 50-50 that that shade is not in stock in the size she wants. On the third trial she probably wins, but leaves the store utterly dissatisfied with the shade and with the service. Nine times out of ten, the dealer hasn't sufficient stock for a good start on a house job, which means delay and more dissatisfaction.

The solution to the difficulty is just this: dealers in this group should carry a very limited line of colors—good, well selected popular colors—probably not more than ten or twelve shades. A few popular body colors such as white, cream, gray and drab should be stocked in liberal quantities, sufficient to take care of at least one or two house jobs. Trim colors should be stocked lightly. In some shades, it is not necessary to carry all sizes. In fact, some successful dealers with limited stocks do not carry half gallons at all, and when an occasional half gallon is called for, two quarts are substituted. Some even eliminate pints and substitute half pints. By careful elimination of sizes and colors, which are hard to sell, the small store can cut down its investment to a low figure without interfering with service—and don't forget that a small investment makes for rapid turnover and bigger profit.

By all means, see to it that your stock corresponds exactly with the color card. Never show a 30 or 36 shade color card when you carry only 10 shades in stock. Whenever a customer has to be sold off of one shade on to another, as in the case of the woman referred to above, trouble is apt to result. Most manufacturers have a short line color card. Use it and make your stock correspond with it. A very practical display is described below. The chances are that if you get together with your paint house representative, a small store stock can be worked out that will be compact, but will meet all the requirements of your customers. This can be bought with an investment that will enable you to take pleasure and profit out of your house paint line.

The Middle-Sized Store

Group II. In this group we would include moderate sized stores, the majority of them located in towns ranging from 2,500 to 15,000, and many of them in residential and suburban centers. It would include most of the dealers rated between \$2,000 and \$6,000. There are about 10,000 hardware dealers in this group.

The problems of this group are similar to those of group I, except that a larger stock has to be carried: From sixteen to twenty colors should be carried in these stores. A few body colors should be stocked in liberal quantities—the trim colors lightly. Here again the stock should agree absolutely with the color card.

Eighteen or twenty well selected colors will take care of almost any paint demand satisfactorily, provided that those colors are the only ones shown to the customer. If, however, you show a color card with 35 or 40 colors, and you only stock half of them, the chances are that about half the time your customers will pick the colors you haven't got. Then there's dissatisfaction. Just to show that a good business can be done with a short line card, let us give a few examples. There is a downtown hardware store, in a town of a quarter of a million inhabitants, with a paint department doing from \$30,000 to \$40,000 a year. This store gets along well with only a medium sized color line. Another store, the leading one in a community of 75,000 people, does a big business but only stocks 18 colors.

Group III. In this group belong the large stores that cater to a big paint market and do a large volume of business. These stores sell to contractors, painters, institutions, and mills as well as to private property owners. Here a full line of colors may be carried. But even here it is very

easy to pile up a stock of slow moving colors and sizes that absorb part of the profit. Some dealers now in this group could well afford to promote themselves into Group II or even into Group I. They would make more money with a shorter line of colors and a smaller stock.

The problem of a second grade line, or rather a "price" paint, is difficult to solve. Unfortunately, there are certain demands in many communities for a low priced paint, such as temporary or seasonable work, and surfaces where the durability of the paint is a secondary consideration. There are also price buyers who have no appreciation of quality products and their economy, but are only interested in the initial investment. For such classes of trade, there is often a legitimate demand for a paint lower in price than a quality line. This problem must be disposed of on a basis of local conditions. Where an insistent demand for a lower priced paint exists, it might be well to handle a very few of the popular colors. A compromise with quality must, however, never be made, and the dealer who would be successful must make his stand on the basis of quality, for a durable finish on a house is a daily reminder of quality while price was only a momentary consideration. In case the volume warrants only one line of paint, certainly that one should be a high-class, quality line.

Meeting Department Store Competition

Under no circumstances ought a second grade or price line be made a leader. It should be stored in the cellar or under the counter and never be placed on the shelf beside the quality line. Most of the demands for a price paint come from consumers who want only a small quantity, usually for a household purpose. A dealer can often meet this demand by carrying a limited line of colors in small cans—quarts, pints and half pints.

An Illinois dealer developed a rather ingenious method of meeting price and mail-order competition. He took one or two of the brands that the people in his community were buying from catalog houses, had them tested and found that they were decidedly inferior to his quality line. He then decided to tell the people about it. He had a billboard erected at the rear of his store, six feet high and twelve feet long, facing south. He secured the best painter in town, a man who had a fine reputation as a good painter and whose honesty could not be questioned. This man then painted one-half the billboard with the dealer's quality paint and the other half with the price paint, and applied the two paints in exactly the same manner, at the same time and under exactly the same conditions. The painter then wrote a short letter, describing the steps of application in detail and swore to its truth before a Notary Public. The dealer framed this letter and hung it in the paint department.

At the beginning there was little difference in the appearance of the two surfaces, excepting that in the case of the quality line, the paint went further and on careful examination showed that the film was smooth, even and free from lumps. After a few months, the price paint began to show the effects of weather much more readily than the quality section. In a year there was considerable difference, and in two or three years the price section faded and began to chalk and disintegrate, while the quality section stood up very well. The difference was so great that even a person who knew nothing about paint could see it.

This board became a powerful argument in favor of the dealer's quality line. It was easy to show that the cost of paint was only a small consideration, inasmuch as three-fourths of the cost of painting a home is labor. "Why use high priced labor on cheap paint that only lasts half as long?" the dealer argued. The dealer invited everyone to inspect his paint billboard and featured it in his advertising. It was a common occurrence for him to take a customer out

BOECKH'S BRUSH NEWS



A Display That Sells!

Boeckh's Display Board is the *real* way to display Boeckh's Paint Brushes. It makes a display that sells. It is increasing Boeckh's Paint Brush sales all over the country. And no wonder! Placed in the window or in your Brush Department, it gives every brush user an opportunity of seeing all Boeckh's Paint Brushes at a glance, and of selecting at leisure just the brush he needs.

The display board does more than create sales for more paint brushes, too. It brings in the passerby who needs a brush, and gives you an opportunity of selling him paint, varnish, enamel, kalsomine, and many other things that people need along with paint brushes, etc.

You can work out the "group selling" idea to fine effect with Boeckh's Brushes.

Giving Boeckh's Paint Brushes real display by means of this attractive display board will add new customers to your list, and many dollars to your till. This "Display Board That Sells" is indeed well worth getting at your first opportunity.

Display Board measures 3 feet by 4 feet—large enough to accommodate a good line of Boeckh's Paint Brushes.

Ask our traveller about it when next he calls, or write us a letter about it at your earliest convenience.

The Boeckh Company, Ltd.

Toronto Canada

*Makers of Everything in Good
Brushes Since 1856.*



to see the board. It created a great deal of talk and headed off a lot of mail-order business.

Cheap Faint and Costly Labor

Now let us consider briefly a few practical suggestions in selling house paint. First of all, every clerk should study the label. He should know what is in the paint, and exactly why each one of the ingredients is there, and what function it performs. He should know all about lead, its characteristics and functions, the action of linseed oil and why zinc has a value in most colors. Your manufacturer can supply a lot of this technical information.

The average paint manufacturer's color card is a regular encyclopedia of valuable information. Every clerk should study it carefully. He should be able, without hesitation, to give directions for the finishing of various kinds of wood, painted and unpainted surfaces. He should be able to specify the amount and kind of thinner required in each coat, and the covering capacity of the paint under various conditions.

Every clerk should frequently do some painting himself. It is only by practical experience that he can acquire a first-hand knowledge and feeling of such terms as "pull under the brush," "flow," "spreading," "crawling" and "covering." The modern salesman acquires a knowledge of his by experience.

Make it easy for your customers to buy paint. Help them to get pleasure out of painting. Be free and liberal with your service and advice, especially with women and amateurs. Don't forget that every time you teach a woman or an amateur how to use a paint brush, you make a new customer.

Never sell a can of paint unless you ask about the surface on which it is to be applied. Paint is never well sold until complete directions are given as to its use; 99 per cent of all paint complaints come from the misapplication of paint and are due to no fault of the material itself. Careful advice will eliminate a large number of these complaints. Bear in mind that a dissatisfied customer most always blames the paint, and not his own shortcomings.

Make it easy for your customer to select colors. Wooden panels corresponding with your stock are perhaps the best samples from which to select. They must be kept clean and fresh, however. A dealer in New Jersey made a handy display that he used without disfiguring or discoloring, as follows:

He secured from the manufacturer colored chips about 2 inches square of every shade he carried in stock. Then he secured from a local picture framing establishment a gray cardboard, large enough to hold the color chips. He carefully pasted the color chips on the board, leaving one inch between each chip. In the interest of color harmony, he pasted the light shades at the top and to the left of the display, and the dark ones at the bottom and to the right. Beneath each shade he lettered the name and at the right, the appropriate trim. He then had the board framed with a regular black picture frame, but instead of using ordinary glass, he used plate glass to withstand the hard wear. This display serves as a hanger, but it can be handled continually without disfiguring or discoloring.

Now, by way of summary: a dealer should decide the location of his paint stock on the basis of merit—the volume of business and the opportunities for profit. In most stores, then, the paint department would be moved to the front, and in many it would receive the best location in the store. Efficient shelving will reduce the space necessary for the stocking of the paint and varnish. By stocking a short color line where sales possibilities are small, a medium color line where sales possibilities are somewhat greater, and a full line only where a large volume of sales is possible, the dealer keeps down his investment, increases his turnover and still gives entirely adequate service.—Good Hardware.

SELLS \$2 PAINT PER CAPITA

How hardware dealers can sell more paint and varnish was the subject of a talk before a group meeting of members of the Pennsylvania and Atlantic Seaboard Hardware Association at Shenandoah, Pa., by R. A. Hardy, who gave an analysis of the market which hardware stores have to cultivate. He stated that about 80 per cent. of the hardware stores are now carrying stocks of paint and varnish and he pointed out that the potential market for these products is enormous.

"Figures have been compiled to show that the per capita consumption of paint and varnish is about two dollars for every man, woman and child in the country," said Mr. Hardy. "On this basis you can estimate the paint and varnish business there ought to be in your trade territory. If you are in a town of 5,000, there ought to be at least \$10,000.00 paint and varnish business. This is the estimate based on last year's sale of paint and varnish products.

"The possibilities for increased business are much greater. Only about 25 per cent of the buildings in the average community are painted often enough to provide adequate surface protection. Here is a great underworked market at your doors. It needs only intensive cultivation to yield a rich return in new paint and varnish business that no one is getting now. The way to get this business is by educating your trade to the real economy of surface protection, that paint is an investment—not an expense. The possibilities of developing new business along these lines are almost unlimited."

Mr. Hardy then presented to the meeting a detailed study of ways to increase the sales of paint and varnish. He pointed out the advantages of a simplified line. He emphasized the benefits of departmentalizing the store for the purpose of building better paint business. He also pointed out the advantages of local advertising and told how to back up newspaper advertising in order to get the best results. Other advantages in gaining and holding increased trade he pointed out to be window displays, outside salesmanship work, the benefits to be derived from the recommendations of paint salesmen and proper education of the retail selling clerks in the stores.

Mr. Hardy also called attention to the Save the Surface Campaign designating it as a "Mighty selling force in the paint and varnish field which every dealer should take advantage of." He described the methods of the Save the Surface Campaign and of the great good it has already accomplished.

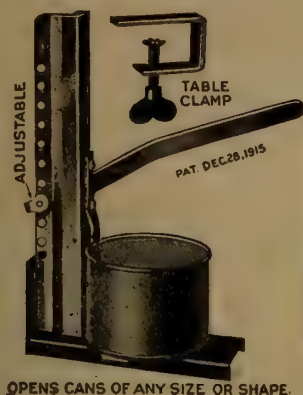
KNOW YOUR PAINT STOCK

The dealer cannot spend his time more profitably than by educating his clerks on the various, superior qualities of the brand of paint he carries. The successful salesman must know the product thoroughly, its composition, method of manufacture, and the uses for which it is intended.

Each clerk should be perfectly familiar with every article on the shelves in your Paint Department, and know the price of each.

This will mean increased business and satisfied customers, with less time required in making individual sales.

A clerk who can speak with authority about the goods he has for sale secures the confidence of the party he is waiting on.



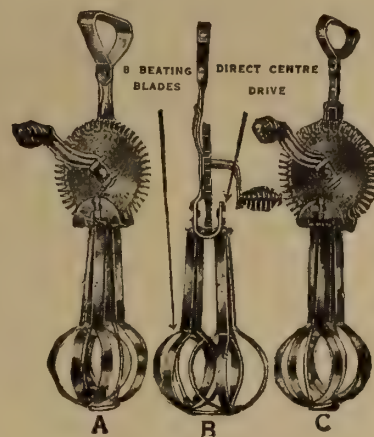
OPENS CANS OF ANY SIZE OR SHAPE.



Ladd Egg Beater Philosophy

APRIL THE PROLIFIC! APRIL—producer of great mass movements. History proves that in APRIL the whole human race awakes and seethes with vigorous movement. More world events have started in APRIL than any other month and APRIL'S nervous fingers have awakened North America and fired it with life almost beyond belief.

It is in APRIL that buyers of housewares en-masse storm the stores for satisfactory goods, and

Ladd
Mixer-Churns

LADD BEATERS

have for 12 years satisfied every reasonable demand of these buyers because of their sturdy, honest construction, correct type and general worthy character. EVERY CANADIAN STORE can, to ITS OWN BENEFIT, follow EVERY U. S. STORE in carrying LADD BEATERS and our other items CONTINUOUSLY IN STOCK. They never disappointed the seller or the user. Order AT ONCE for APRIL BUYING MASS MOVEMENTS REQUIRE COMPLETE STOCKS.

Order immediately—JOBBERs the world over and US.

Saturn Clothes-
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UNITED ROYALTIES CORPORATION 1133 Broadway, New York

Canadian Sales Representatives:— G. S. WHITAKER & CO., 8 Colborne Street, Toronto

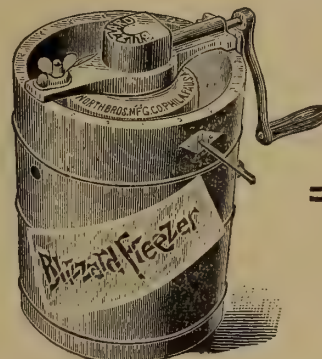
**Better
Business
Is Here**



LIGHTNING



GEM



BLIZZARD

**You'll
Sell
More**

You'll Sell More Freezers

The demand for Freezers now is several hundred per cent greater than this time last season, and orders continue strong. There is every indication of a big season for all of us.

Don't get caught, order now, to put you in shape to catch the sales the moment your customers are in humor to buy.

Our Freezers need no introduction. They sell on a reputation established by more than thirty years of high class service, and they stay sold. This means easy, permanent profits. We furnish attractive advertising matter free for the asking. Just say the word.

Better get busy with your jobber. We are all ready to serve you—Let's go.

North Bros. Manufacturing, Co.

PHILADELPHIA, PA., U.S.A.

C. E. ADCOCK & CO. Canadian Representatives Coristine Building, MONTREAL

To Sell Goods They Must Be Displayed

Travelling Salesman Tells of a Retailer Who Found Out Why He Was Not Selling Aluminum Ware—Proper Display Moved the "Stickers".

By WILL G. MILTON

ABOUT two months ago I started making a survey of the show case and display stand equipment of every one of the hardware stores I visit," says a hardware salesman who travels a territory where the stores are not any too progressive. "I made it a point to stop at the front door of all stores and make a note of what I saw. Then I would try and figure out some method of making that store more attractive; often I was able to suggest a slight re-arrangement that would show off from fifteen to twenty-five percent more of the store's stock. In many cases the moving of an extra high shelf, or bin, would expose to view a fine assortment of merchandise that was hidden. Then again, it would be necessary to sell the merchant a new set of show cases, in order to secure an adequate display of merchandise."

This salesman has found that a big increase in sales invariably follows a careful re-arrangement and re-display of merchandise. He told of visiting one store that had almost succeeded in hiding all of the most attractive merchandise, by filling the middle of the store with ordinary kitchen tables, three high, and piled up with a miscellaneous assortment of all sorts of hardware.

"As you entered the store and looked to the left you saw an ordinary pine board counter, usually piled high with odds and ends. Behind this counter was a tier of ordinary wall shelving filled with aluminum ware that had not been unwrapped. With the exception of a few pieces along the shelves just even with the counter, you couldn't tell the various pieces apart, simply because they remained in the original factory packages.

"I learned that this dealer was selling very little aluminum ware. He was on the verge of closing out the department because he thought that the department stores were getting the business. I suggested that he unwrap his stock and display it. That was too much trouble, he thought. It would require too much time to keep it clean. Then I had an opening to suggest a real glass display case. After two or three calls I sold him display cases for this side of the store. Then I explained to him how those ugly shelves spoiled the appearance of the glass display cases, so he rebuilt the wall shelving, so that it now looks pretty much like the picture on this page.

"Now, when a shipment comes in, it is unwrapped, priced, cleaned and polished. It goes into that display case, and on the shelves, and is kept clean. He has since told me that they didn't know he kept such a wonderful stock of aluminum ware. As a matter of fact he has less in stock now, than he had under the old arrangement. He can see just what he has, and when an article seems to be sticking he can instruct his clerks to push it out. Under the old system he never knew what he had."

Just how far a merchant can go, towards keeping all stocks unwrapped and in full view, is questionable. Of course the reserve stocks that are not on display can best be left in the original packages, but when an article is in full view of the store's customers it should be unwrapped and displayed. Hundreds of sales are lost each day in stores simply because the customer doesn't like what the clerk first shows, and doesn't see anything else. Often it is on some shelf in full view, but remaining in the factory package it might as well be in the cellar.

Keeping merchandise displayed, and unwrapped, tends to force the merchant to keep his store clean. It is a good plan to encourage the clerks to unwrap all merchandise as it is placed on display.

The traveler told me of one store whose unusual methods have enabled it to sell \$154,000 worth of merchandise in a year, with an average stock of but \$30,000.

Nowhere in this store does the customer see stacks of meaningless boxes. The place to stack merchandise in boxes is the warehouse. The function of the store, the show-cases, shelves and cabinets, is to sell goods, and to sell goods they must be displayed. If one of the departments isn't doing well in sales the cause may lie in a faulty location and the retailer can pick up the whole department and move it bodily somewhere else.

The experience of this store proves that it pays to move merchandise around—to have the store looking new and fresh and different—particularly in the smaller towns where the same customers must be relied upon to furnish the volume year after year.

There is hardly a hardware store in the country that cannot profit by the experience of this merchant. Display is everything, once the customer is in the store, and when a customer enters a store and has to ask for everything that is bought you may rest assured that nothing will be sold except what the customer came into the store intending to buy. And no store can reach its full volume unless the displays sell most every customer one or two extra items.

Making the Showcase Silent Salesman

Hardware salesmen have an opportunity to see the good and bad in display. In every territory there are some stores that give display the proper thought and effort, just as there are stores that make no effort to display merchandise attractively. Study the good stores, and try and bring the others up to their standard. The salesman quoted in the first of this article has added a fair volume to his sales simply from the showcase sales he has made, but more than that, he has been able to show his customers the way to increased volume, as a result of properly displayed stocks.

Ask the average merchant why such and such a case is where it is, and he will be unable to tell you. Perhaps he will say, "Oh that's where it was when I came," or "that was the only place it would fit." Many salesmen hesitate to make suggestions, or to try and induce their merchants to change the arrangement of their stores because they feel that the merchant will resent any attempt to "show me how to run my business." The sure way to avoid this is to first make the suggestion in a casual way, just as if you were merely telling a bit of news. Gradually the idea will take root in the merchant's mind, and grow upon him until he puts it into action.

The small retail merchant must make his store as attractive as the big stores, and as easy to trade in as the chain stores. The salesman who brings information that helps a merchant compete with the bigger organizations is sure to go away with a generous share of the business. Merchants do not realize the encroachments of the bigger organizations—we salesmen must point it out to them, and help them overcome it.

Maxwell



No. 9 Light Garden

Buy to give your customer

THE BEST VALUE

With 30 years experience, we understand what is required to give service and satisfaction.

Our name on a wheel barrow is a guarantee of quality.

Wheel Barrows

A complete line for farm and garden use.

Farm Barrows No's 1, 2, 4, and 5

Garden Barrows No. 3

Light Garden Barrows No's 9 and 10

Steel Tray Barrows No's 6, 8, and 11

SEND FOR CATALOGUE AND PRICES

MAXWELLS LIMITED

ST. MARYS

ONTARIO



No. 1 Barrow

The Gillette Electric Clipper



"Gillette" model "1911" ceiling suspended Portable Electric Clipping, Grooming, and Shearing Machine

Saves Time and Money

Clipping Horses, Mules, Cattle and Dogs.

Quickly and easily shears Sheep and Goats. Used extensively for grooming Horses, Mules and Cattle.

Operates from any electric lamp socket. Also run on any make of Farm Lighting Plants.

Send for price list illustrating our different types of Hand and Power Machines, also Hand and Toilet Clippers.

Gillette Clipping Machine Co.

129C-131 West 31st St.

New York City

On the Ocean Front

Fireproof

The Breakers

ATLANTIC CITY, N. J.



Comfortable, airy bed-rooms. Luxurious lobbies with spacious verandas and sun-parlors overlooking the ocean. Hot and cold running sea water in all baths. An ideal sojourn for those seeking rest or recreation. Evening concerts. Dancing.

Reduced Winter Rates

AMERICAN AND EUROPEAN PLANS

New Golf Club Privileges

Fireproof Garage

JOEL HILLMAN, *Proprietor*

Profits In Accessories and Sporting Goods

Tires a Profitable Line in Hardware Stores—Learn a Lesson from the Selling Methods of the Haberdasher—Novel Plans to Help Trade.

ESTIMATING the number of automobiles in any given territory and multiplying the result by four will give the retail hardware merchant a rough idea of the great possibilities for sales of automobile tires. This result will be just a base figure on which to build—it is not intended to mean that every car will need four new tires this year, but it is safe to assume that most of them will require that many at least.

Then what about the spares? On the better grades of cars provisions are usually made for two extras and these have to be purchased whether they are used or not. Again may be added the possibilities of sales of tires to tourists, and then what about tubes? Each tire requires one tube to complete it, and there is the repair demand to be considered. Surely this is a line that should interest the retail hardware merchant and one we vouch that will stand a careful investigation.

At any rate, when a hardware store in a town of 5,000 in the face of all the competition that might be expected from garages, repair stations and other dealers can dispose of 560 tires and almost double that number of inner tubes in less than a year without any unusual efforts, it demonstrates better than words can of the opportunity that is before those merchants who will take up this line and push it intelligently.

Simplification of stock and turnover are twin subjects that are uppermost in the minds of most hardware merchants these days. They go hand in hand in the order named. By the first is meant the reduction of competing items and lines to a minimum so as to permit of concentrated sales efforts

on one or two lines and thus bring about the turnover so necessary for profit and success.

Millhouse Bros. a western hardware firm, last year placed an initial order on February 15 for 18 tires. On March 10 this order was followed by another for 41 more, at the same time a third order for 63 tires to be shipped at the seller's convenience was entered. On June 16 a sorting up order for 15 tires was placed and was followed on July 10 by an order for 33 more. Ordinarily this would seem to be enough to run business for a while, but no, during the month of August they required three additional shipments totaling 100 tires, during September 28 more and in October 36. Total, 334 tires of one make in eight months.

But that is not all. There are always those car owners in every community who must have and will pay for special brands of goods, and also those who want competitive merchandise, and as these must be served, this company aims to take care of them. The sales of goods of this latter class, including close-out items during the same period, amounted to 216 tires, or a grand total of 560.

The most popular seller, as might be expected, was the Ford size and fabric tires led the cords by a wide margin. At the close of the season the firm's stock was down to a safe minimum and entirely bare on some of the more popular sizes.

In addition to their sales of tires and tubes, this company enjoyed a greatly increased demand for boots, inner shoes and automobile accessories, as well as oils and greases, and as all of these lines, including the tires themselves, paid a fair margin of profit, and as the turnover was especially



Automobile Accessory Department of the Aikenhead Hardware Co., Limited, Toronto.



CORD and FABRIC

All Styles—All Sizes

DUNLOP

**Coast-to-Coast
Popularity is Due to:**

The Quality in the Tire.

The Service That Goes
With The Tire.

The Mileage That Results
From The Tire.

They Always Call Again

The merchant may be sure when he
sells an article bearing this mark:



that his customers will call again.

In every Gendron product there is:
Conscientious Manufacture and Fair
Price, and for the dealer a splendid
margin of profit.



The Gendron Mfg. Co., Limited

Duchess Street

TORONTO

THE GREAT DIFFERENCE

Sell this Anthony
Tire pump which has
an all metal—positive
seating—check valve.
This is an exclusive
Anthony feature.

There is enough air
in a 27" hose to half
fill the cylinder of a
pump with a leaky
valve.

No wonder the own-
er of an ordinary
pump, pumps, pumps
and pumps.

*Write for bulletin des-
cribing the Anthony Tire
Pump, details of Canadian
Dealer's Proposition, etc.*

The ANTHONY
COMPANY
LONG ISLAND CITY, N.Y.



well handled, this department made an attractive and interesting showing on the company's books.

As mentioned, nothing special in the way of sales efforts were made other than those usually used. The firm's sales force were on their mettle to sell tires and rarely let a customer leave the store without having acquainted him with the fact that that store sold tires and tubes, auto accessories, grease and oil. Space in the daily paper was devoted at regular intervals to keeping this fact before the reading public, and the firm's show windows were attractively decorated from time to time with tires.

During the fall fair the firm gave a demonstration of the strength of the tubes sold by it, one of which is given free with each tire sold by using one of these tubes as a connecting link between two automobiles. Several of the firm's heaviest customers were invited to take a sight-seeing ride about town in an automobile that was towed by another machine, a "ton-tested" tube being utilized as a tow line.

This demonstration naturally created comment and aroused interest in the goods that would stand up under such a severe test, and while this took place near the close of the selling season, it had its effect in stimulating late sales and increasing consumer good will.

For the current season this firm has plans laid for an even more extensive sales campaign in its automobile accessory department and propose to use more of the same sales arguments as made for success last season, namely aggressive salesmanship and liberal advertising backed by quality merchandise.

LET YOUR CUSTOMERS SELL THEMSELVES

By Ray W. Sherman

Do you remember how the haberdasher displays his wares? Do you remember the last time you went in to buy a collar or socks? A lot of things you didn't intend to buy were out in view where you could see them.

As you bought what you were after your eyes drifted to these things that were displayed. If the clerk saw you gazing at some particular article he was quick to lay it out in front of you, and his eye studied you as you handled it.

If you didn't betray your interest in something that was displayed, the clerk suggested article after article as he was wrapping the package or getting the change. In many cases the system works and increases sales for the haberdasher. Much of it is founded on a good display of the merchandise.

In the automotive equipment business display is not difficult, because much of the merchandise is nicked or enameled.

In arranging these displays make use of the car owners' natural curiosity concerning automotive merchandise. Supposing you want to move a quantity of cigar lighters. Rig one up on the counter or in some other place where it will be noticed by the customers. Use a manufacturer's display fixture or some other means for displaying the article.

Then—when a man starts to play with it, as many will, get right on the job in a quiet suggesting manner and tell him of the comforts of the device. Never say, "Do you want to buy it?" When it's time to close use some such remark as this:

"Where is your car? Just roll it in the door and we can put it on in a few minutes." Then call or start after the man who is going to do the work. Don't ask people if they're going to buy. If they seem to be sold go right ahead with the transaction and conclude the deal.

And conclude it when they seem to be sold. Don't keep talking until you talk yourself out of a sale. Pass these suggestions along to those in your organization who have contact with the public.

Let's take the case of a jack: If you set it on the counter at which folks stop there is hardly a man who won't start to play with the jack. When he does that he is demonstrating it to himself—which is what you want him to do. Then—you ask him if he has a good jack. Most people haven't. Then—you show him all the points of excellence.

After you've shot all the good points of the jack at him, hand it to him and say, something like this: "There—put that under your seat and you'll always have a good friend handy when you need to change a tire. Even a woman can change a tire with this instead of driving a couple of miles on a flat tire." It is a fact that many women don't know how to use a jack and wouldn't if they could because it's such a dirty, messy job with many jacks.

THIS PLAN WILL MAKE SALES

Any hardware store could easily make up from its records and from its acquaintance with its patrons a list of customers who have bought all sorts of articles from the store, but who have never patronized its sporting goods department. Such a list, points out the Hardware Age would give the sporting goods department something to work on, because every home in order to keep alert and up-to-the-minute and happy should buy and use at least one article of sporting equipment each year.

The best way to go after these sporting goods department customers would be by house-to-house solicitation or by means of the telephone. In either case the salesman who was doing the soliciting could emphasize the fact that the prospect has been buying other goods from the store and that the store is at a loss to understand why the prospect hasn't patronized its sporting goods section. Such an opening would lead to some conversation with the prospect, in the course of which the salesman would get a good line on the sort of exercise taken by the prospect, and would, therefore, be able to frame his sales argument to suit the needs of the case.

In selling each prospect, the salesman could hammer hard on the fact that exercise is the best way in the world to keep healthy and young, that exercise taken by means of indulging in sports is the exercise which brings the most pleasure found in the exercise is greatly increased, which the fact that if the sports equipment is absolutely right, the pleasure found in the exercise is greatly increased, which would be the best sort of an argument for buying sporting equipment at the store for the reason that the store's sport goods are the best ever.

A considerable amount of business can be secured for the sporting goods department in this way.

SELL THE BALL CLUB SUPPLIES

When baseball teams are forming, the progressive hardware merchant carrying a line of sporting goods should be in on the ground floor. It is up to him to find out all he can regarding the management and personnel of these organizations and then solicit their patronage for all he is worth.

If he lands an order to equip a team in his town or city, why not make up a window display based on this order when it arrives? Show the uniforms to be worn by the members of the team and attach a card to each suit bearing the name of its prospective wearer. This will be sure to attract attention and awaken local interest. Display photographs of local baseball teams, giving their personnel and their records for the previous year.

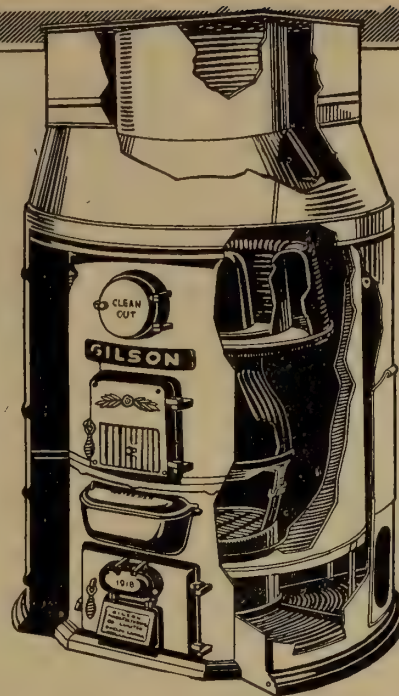
The Sensation of the 1922 Heating Business

Winning New Dealers from Coast to Coast
by Virtue of Its Superior Construction

The first Gilson Pipeless Furnace was shipped last August. Since that time this new and better furnace has scored the greatest success the Canadian furnace trade has ever known. Dealers in all parts of Canada have joined us. Shipments have surpassed our greatest expectations. The reason? Simply *better quality* at the right price! It's a job that appeals to the practical heating man. ALL CAST IRON construction, with heavy cast radiator. Every installation is giving the genuine satisfaction that means more business for the Gilson Dealer.

Before you complete arrangements for this year, get literature and full facts about the Gilson and the co-operation we extend to our dealers.

Gilson Mfg. Co., Ltd., 101 York St., Guelph



"Makes many warm friends"

GILSON

PIPE AND PIPELESS FURNACES



KEWANEE

COAL SHUTES AND COAL DOORS

**All Steel
No Castings**

Shield rises automatically to protect the wall above and door forms a hopper.

Dealers now selling KEWANEE Coal Shutes and Coal Doors are receiving many repeat Orders.

Write for literature
and dealers prices.



Cast Stone Block & Machine Co., Limited

1436 Howard Ave.

Windsor, Ont.

In United States: Kewanee Manufacturing Co., Kewanee, Ill.

A Money Maker For Hardwaremen

The Clay Lawn Dryer



This dryer is a household necessity. A demonstration nearly always means a sure sale. Folds up like an umbrella. Light and easy to handle. A great labour saver and anything that saves labour is easy to sell. Get in touch with us at once for our proposition.

CANADIAN METAL PRODUCTS, LTD.

GUELPH, ONTARIO

Pointers For Radio Department

Clever Merchandising Methods of a Kingston Radio Store—

Advertising through Newspapers, and Windows.

By Ernest A. Dench

The clever merchandising methods of a Canadian radio store which has firmly established itself in Kingston, Ontario, should help you to develop your radio department out of the sideline class. The partners in the enterprise are Gordon A. Thompson; Orton H. Donnelly and Marle E. Ward, all live young men and experienced in radio since the days when spark signals were heard—and precious few at that.

"A rather peculiar thing about Kingston," explained Mr. Thompson, "is that it is a news-starved city from 7 at night till 9 the next morning. Not that it has no daily newspapers—it has two as a matter of fact, but they both happen to be afternoon dailies and mighty good ones, too, for a city of this size. One of them is the British Whig and the other the Daily Standard, both being two of the oldest established dailies in the Dominion. As for the morning papers, we have to depend on Toronto or Montreal for the Globe, the Mail or Star and others. Owing to the distance from Kingston to these two cities, they do not reach here until around 1 p.m. every afternoon. The two local newspapers are published at 5 p.m. and the result is that baseball scores and other sporting information, as well as late news, is not to be had until the following morning, when the local papers arrive. We had the idea that radio might be capitalized to supply this deficiency—for we sure have a considerable sporting element in this city, anxious to learn the latest baseball scores with as little delay as possible. Personally I wanted to bring one of the many advantages of radio home to the folk of the city, with the mail idea of selling more radio sets and apparatus. The baseball scores and other news bulletins are broadcasted every evening at 7 p.m. from Rochester, N.Y., and also at 6.30 to 7.30 by Toronto radio telephone stations. We began this service in the middle of June and it is still going strong.

"For window display purposes in our own store, we make liberal use of large posters with the scores crayoned in with large black letters so that they can easily be read from the sidewalk. Four of these poster bulletins, each about eighteen inches wide by three feet long, are hung on little hooks along the lower extremity of a strip of white painted lathe along the window glass. The posters are on a level with the average person's head. Cord pullies, on the principle of a blind shade, enables the posters to be removed without damaging or disarranging the contents of the window.

"Radio is now in the stage where you have to convince folks and it is an easy matter to put across all sorts of publicity stunts. At the local industrial Exhibition besides having demonstrations, we gave the latest news and scores to the Whig, who had a booth, and besides our name being mentioned, we were thanked for the information in their issue the last day of the fair. We do all we can here to satisfy customers, whether they buy complete sets or make them themselves. Our advice is free and while this does not make us any richer at the time, it invariably brings us more business. Calling the boys who are interested

in radio by their first names and greeting them with a cheery smile when they come into the store are good salesmakers.

The people most interested at present are the rural residents, who when they get through with the papers, or other daily affairs, have no other place to go or nothing to do but go to bed. Radio is going to be a big thing in the lives of rural residents and they are certainly good buyers.

The window displays when I passed, comprised a neat arrangement of small radio parts on the orange crepe covered floor, with a Westinghouse Aeriola, Senior Radio Receiving set placed at the rear right corner, backed up by the following card: "A Complete Radio Receiving Set—Ideal for Camp, Car or Home Use. Requires only one dry cell (1½ volts) to operate. A dandy for receiving the radio concerts." Then there are the baseball and other bulletins to hold the attention. Another effective window, recently put in, was a doll's house, made of cardboard, placed at the back of the window with a regular house front of grass, driveway, etc., as in the case of a regular house. Stretched between a small tree (made up like a real one) and this house was a small two wire aerial leading into the attic of the house. At night this "house" was lighted in the inside. A sign placed on top of the house reads: "What is Home Without a Radio?" At the foot of the step was a small card reading "Everybody Indoors Listening to the Radio Concerts. Of course they use a Canada Radio Stores Radio Receiving Set." Another sign reads, "you want the Best—that's All we sell." A cartoon drawing of Jiggs and Jerry, the comic paper characters, drew attention to the fact that Maggie let Jiggs have more liberties since she has had a radio set installed, and Jerry is saying that he must get one for his wife and Jiggs advises him to go to the Canada Radio Stores for it. Cartoons always draw the people and this one was no exception.

The wall behind the counter of the store is hung with several cards. Here is one such example:

"RADIO SUPPLIES. We sell all makes of Wireless Supplies. Complete Receiving or Transmitting Sets. Right Goods at Right Prices."

Newspaper advertising is indulged in on a liberal scale, double column spaces being taken in both of the local dailies.

One advertisement was as follows:

"You Have to Take off your hat to Radio!
A Radio Receiving Set brings to your home all that is entertaining—Music, Latest News and many other interesting attractions are heard from distant cities.
Install one and get the benefits. We are always pleased to give you any needed information. If you cannot come to our store, write or phone.
Complete assortment of high grade parts and sets.
Mail orders given same day shipment.
Open evenings for the radio concert.

The copy is changed daily, different copy being run in each paper. The cuts in most cases are supplied by the two dailies and by getting proofs of these, the partners are able to write the ads around the cuts so that they appear as though they were especially prepared for the announcements.

BETSEY BROWN ELECTRIC IRON

"The Iron that Gives Satisfaction"



Stock up NOW and
be ready for the
warm weather
demand.

BURLINGTON ELECTRIC COMPANY
BURLINGTON - ONTARIO

Quality Radio Supplies

We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
U.S. Tool	Reliable Batteries	Marconi Wireless Co.
Murdock	Eveready Batteries	Federal Telephone Co.
Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY
62 YONGE ST. ARCADE, TORONTO, ONT.



Here's the thing Retailers!

That little "Wear-Ever" mark on the bottom of aluminum cooking utensils means something to customers.

They have confidence the minute they see it.

If you handle "Wear-Ever," watch them. See the women turn over the utensils before they buy. Note that they buy readily, showing neither resistance nor doubt.

Women know "Wear-Ever" quality. With this in mind, it is not difficult to see why "Wear-Ever" has the call and the "turn-over." "Wear-Ever" is a good substantial profitable line to handle.

We co-operate all the time with our dealers to keep it so.



The "Reliable" Variable Switch

is the solution to the wireless battery problem. By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by
The Dominion Battery Co., Limited
Toronto - Montreal - Winnipeg - Calgary - Vancouver

Northern Aluminum Co. Ltd., Toronto

"Wear-Ever"

Aluminum Cooking Utensils



How Some Hardwaremen Conserve Space

Methods Used by Some Dealers in Making Best Use of Small Stores—Means of Displaying Screen Wire, Screen Doors, Brushes, Brooms, etc.

Written For 'Hardware and Accessories' by D. G. MacInnis

THE hardware business includes so many different articles that the dealer with a small store has to well plan the layout of his showroom. Goods have to be put away in such a manner that they can be reached easily and seen by customers, and yet not in the way.

One article that is the curse of small showrooms unless it is specially taken care of is wire netting. Many dealers do not even keep it in the sales room it is such a nuisance.

Otton Hardware, Barrie, utilize about the best method possible. Instead of having each roll and size standing around on the floor they have had a stand made with rollers of different lengths, on this stand. The various lengths and gauges of wire are put on rollers assigned to them when a customer makes a purchase, all that has to be done is pull on loose end and the roller revolves, uncoiling the wire, which can be measured without the necessity of clearing floor space in which to unroll the wire. They have made further use of this stand by taking a typewritten list of the sizes and prices on the end of it.

Another article that gets in the way, obstructs other goods and which is a general nuisance unless specially taken care of, is screen doors.

MacNab Hardware, Orillia, use a good idea for this, which, although it is much more complicated than having the screens hanging, as some dealers do, permits the screens to be displayed in the centre of the showroom where they do not obstruct shelves or show cases. They have had a stand built on trucks and the base of this stand is grooved, each groove to contain one screen door. In this way the screens can be exhibited by shoving them back and forth in the grooves and the stand itself can be rolled on the casters to any part of the showroom.

It is not necessary to have a big open space down the centre of the store. Space such as this is too often allowed to be idle. F. R. Jackson, Toronto, saw the folly in this, so that down the centre of the rear part of his store he has long narrow tables, on which he has articles that can be displayed to advantage in that way.

Display windows can be often used to much more advantage when care is taken. A hardwareman on Gerrard Street East, Toronto, has his windows in two layers. That is, he has his display on the one window floor, and then in the blank space on the level with the street he has had the panelling removed and glass put in. He is able to keep two exhibits, where formerly he was only able to have one. This should prove profitable to dealers who have little display space.

Brooms, brushes, hoes and other articles with wooden handles are hard to display. Piling them against the wall in the corner is often the only thing that is done with them.

Cousens Hardware, Danforth Avenue, Toronto, have a scheme whereby this kind of article can be displayed to good advantage and yet be out of the way. They have had a stand built on trucks, and with posts made from piping they have suspended two horizontal layers of very coarse, heavy wire netting, with a mesh about one and one-half inches square. The handles of the articles are placed through the netting the top of the handle resting on the truck. The two layers of netting prevent the goods from falling sideways or in any way interfering with business in

the showroom. The truck can be rolled out to the sidewalk in front of the store, where they can be displayed to much better advantage.

One manufacturer of metal goods make a special stand for the display of pot covers. This is built with flat pieces of steel for legs and wire for the shelves. It is in the shape of a pyramid so that the smaller lids are on the top of the stand and the large lids are on the bottom shelves.

A "CLEAN UP" WINDOW DISPLAY

One of the live hardware dealers in Winnipeg is A. Kellough who has three stores in the Fort Rouge residential section. Paint is one of the lines in which he has a profitable trade and the accompanying picture shows how he de-



"Clean Up and Paint Up" in a Winnipeg Window.

voted his whole window at the Corydon avenue store to a "Clean Up and Paint Up" display, the paints shown being the Brandram-Henderson lines.

Mr. Kellough finds that in the sections where the trade of women is looked for and homes are largely owned by their occupants, that the "Clean Up and Paint Up" and "Save the Surface" arguments appeal and help increase trade in paints, varnishes brushes and similar lines.

"CLEAN UP" THE KITCHEN

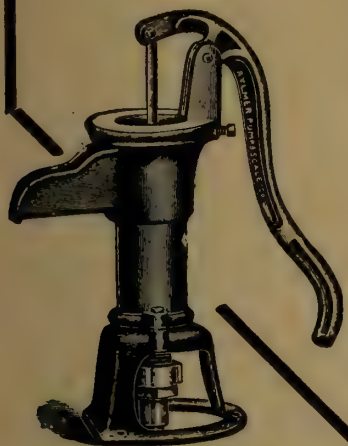
Hardware dealers who have awakened to the possibilities of spring for pushing cooking utensil sales have found two good selling points which make aluminum and enameled ware good lines for a strong spring attack. These are cleanliness (and cleanability) and the proper cooking of the new spring foods, particularly fruits and vegetables.

"Clean Up the Kitchen," is a good slogan which ties up very closely to your spring cleaning campaign. When old things are being thrown out it is a good time to push new kitchen utensils. A little reminder that in the spring a woman's fancy should turn to new cooking utensils usually brings a good response.

When You Sell An Aylmer Pump

- you sell a pump that has no superiors and few equals.
- a pump that is built to wear for the longest possible time.
- a pump that is guaranteed in every way.
- a pump for which new parts can be secured promptly.

And what is more important—you sell a pump that **satisfies** your customer.



Aylmer Pumps

Made and known in Canada for thirty-five years.

Handle a profitable line—
Aylmer sales pay.

Write for Catalogue No. 19

Aylmer Pump & Scale Co.
Aylmer - Ontario

"DIAMOND EDGE IS A QUALITY PLEDGE"

"EUREKA" DIAMOND EDGE MOWERS



When you sell a lawn mower, sell one that will give your customer lifetime satisfaction, that will keep in order with care indefinitely. Eureka Diamond Edge mowers cut evenly and easily. Made in 12, 14, 16 and 18 inch widths. Prices from \$6.50 to \$17 each. We can make immediate shipments.

Order an assortment NOW. Freight prepaid on six or more machines to any point in Ontario. Catalogue and price list on request.

Eureka Planter Co. Limited
Woodstock, Ontario

A Complete Catalogue of Dennis Products Prepared for YOU

The new Dennis catalogue showing a complete line of Dennisteel Products will be off the press May 1st.

Live hardwaremen can act as Dennis agents in their districts and sell from our new catalogue. Fill out the coupon below, and mail at once. A catalogue will be sent you without charge.

THE DENNIS WIRE AND IRON
WORKS CO. LIMITED
LONDON
CANADA

THE DENNIS WIRE AND IRON
WORKS CO. LIMITED
LONDON
CANADA

Gentlemen:—

Please send me your new and complete illustrated catalogue, free.

(Signed)

Address

Business

How Some Dealers Sell Ready Roofing

Advisable to Stock a Cheap Line to Meet Mail Order Competition—
Novel Method of Mailing Samples Attract Attention.

WHEN I started out on the road for a roofing house I suppose I knew less about roofing than almost any dealer in my territory. I had secured my job because I was a trained salesman, trained well enough so that I was able to sell myself to the house without their really discovering how little I did know about their products.

I learned something from nearly every dealer I called on, and I'm learning yet. When I visited my first dealer I talked altogether quality stuff. I was all for the best grades of roofing and I had made up my mind that there was no need for a dealer to buy the cheap stuff which paid us little or no profit and would not give satisfaction to the user.

This first dealer had a good stock of our better grades. I could see that he was not a prospect on those goods, but I didn't weaken on the idea of avoiding the sale of cheap roofing. I actually discouraged the man when he asked about cheap grades. I all but refused to sell to him. I went so far that he finally said, "Evidently you don't want to sell this cheap line, but let me tell you why I want a little of it."

"When a man comes in to ask about roofing, he has probably seen some pretty low prices in a mail order catalog. He'll tell me he can buy an asphalt roofing, maybe, for one-thirty a roll. I try to tell him it is a very inferior grade, probably of one-ply stuff. He tells me he's sure it is at least three-ply. Well, I have all the mail order catalogs and I study them, and I am sure he has been fooled because the name of the roofing is probably triplex or triple-grade or something that makes him think three when it is only one-ply. If I have only high-grade roofing, costing twice the price the farmer quotes, I can't make him believe I am perfectly honest in condemning the cheap stuff. He is sure in his own mind that I say it is no good just because it is an underpriced competing line."

"Now, if I have a few rolls of a cheap grade that will match up with that low-priced mail order line, I can show it to him and say, 'All right, if you want that kind of roofing, I've got it right here, same price as the mail order stuff and a little better quality.' I can show it to him. The chances are that when he sees that stuff, he buys the better grade, but if I couldn't even show it to him, I'd be out of luck."

I saw the point and shipped the dealer what he wanted. Since then I have gone out of my way to present that argument and urge merchants to buy just enough of the cheap roofing so that they could handle such situations just as that man handled them.

Mail order competition was talked to me a good deal by different dealers and there were various ways mentioned of beating it. I remember one hardware merchant who told me his method was to "get there first." He described it in this way:

"The catalog houses mail out their catalogs early and generally get them there ahead of the season for the seasonable goods and before the local merchants have begun to display or advertise those goods. Well, that means that people have probably got off their orders before the home merchants have even shown the goods. I have adopted the plan of being an early bird myself and I find I can get my share just as well as the mail order folks can."

"Take your line, now—roofing. I went after the roofing

business last winter before any of my customers had thought of using roofing, but they were already reading about it in the catalogs. I sent out letters and folders about it to my mailing list and I showed it in the store, and we talked it to all the farmers who came in. I got my share. Don't you doubt it."

That man was on the job. Right then, when I saw him, he was showing harvesting machinery in his implement department although it was hardly past seed-time. Since then I urge our dealers all to look ahead farther than they ever have before in advertising and pushing their goods. It's plain enough that the fellow who waits until the season is there for goods must miss selling to the people who are mail order buyers, because they do not wait that long to get in their orders.

Another roofing man I was trying to sell told me of a sampling plan he had followed. He went to a building where his roofing was being used and he got all the clippings and trimmings, the odd little bits of no value. He took them to the store and pasted advertisement labels on them. These told what kind of roofing it was, how long it would wear, what it cost, and so on.

There was nothing very new about sampling the roofing, and he could have had samples from us, but these samples were odd shapes and sizes and they were much larger than any manufacturers' samples are likely to be. He addressed them on one side with crayon and stuck them into the post office just as they were, without envelopes. The roughness of the plan was what commended it. It attracted attention, and he followed it up, getting the trimmings from each roofing job and making them help him to get other such jobs. He kept a stream of samples going out.

I found one dealer who was getting the business by securing good testimonials from property owners who had used his roofing. Those who had given enough test to speak for its durability emphasized that feature. Others who had just put on the roofing spoke of the appearance of the neat new roof in a bright red or in a harmonizing green, or they mentioned the economy in putting on that roofing, economy in labor or time or material. These testimonials he printed, one at a time, in the local newspaper in his advertising space.

WINDOWS FOR SUGAR SEASON

The Davey Hardware, St. Thomas, took advantage of the maple sugar season for a very realistic display, redolent of the maple sugar camp. The background was enclosed with a painted scene of a log cabin. In the center a large iron kettle was hung over the simulated fireplace, with sap buckets, paps, spigots, etc., exhibited at both sides. Room was also found for a half-hewn log, beside which rested an axe and a saw.

Drury & Kelly, in a similar display covered their window floor with white cotton batting. There was a crude open-air fireplace, constructed of blackish-red bricks, with a black boiling pan over the simulated fire. At each side attention was attracted to a small maple tree that had been tapped for its sugar contents. Across the rear were rows of sap buckets and syrup cans. In the foreground were neat piles of skimmers, dippers, etc. Each front corner was occupied by a glass container of maple syrup.

Some Practical Paint Selling Ideas

Methods that Some Toronto Dealers have found Profitable in the Paint Departments.

A window display that attracts universal attention is one of the best means of pushing paint sales. The window that does interest the passerby enough for him to stop and examine it closer is the one that contains some out of the ordinary feature. Trelford Paint & Varnish Co., Toronto, have demonstrated in their displays, the success of this principle. A recent one that they have made up was particularly good. This particular window was featuring automobile paints, finishes and varnishes, etc. The central part of the window was occupied by a small automobile of racing type. This auto body was obtained from the mechanic who made it up and painted with the particular line of paints that they carry. The body being painted a brilliant yellow that could not help but attract the eyes of people passing by their store. About the car in the window were grouped tins of the paint and varnish and color charts showing the great range of colors that it was possible to choose from.

The result was more than satisfactory. The first thing

manufacturer they send in the customer's enquiry. On receiving the enquiry, in their turn they mail to the customer every available piece of literature on the subject. These direct letters are more sure to reach the customer than are most methods of advertising and the wealth of descriptive material that he receives, in most cases influences him to determine to make the purchase. Mr. Doherty has found no matter how small the first sale may have been they have the man as a life long customer. This is the advantage of carrying the best quality line.

The success of the system that this hardware dealer is carrying out was quite forcibly impressed on the writer at the time, by the following incident. While calling at another hardware dealer's in the vicinity he saw a customer come in and make a purchase of some turpentine. This hardware dealer was not pushing his paint department. A few minutes later on going to Doherty's the writer saw the customer buying a half gallon of paint. The other dealer had lost that sale and many subsequent sales from the very fact that he did not carry a good line of paint, nor did he take advantage of the assistance offered by the manufacturer. There can be no doubt about the success of the paint department if the dealer does chip in with the manufacturer and advance the ideas of the Save the Surface campaign.



A timely "Paint Up and Clean Up" Window which makes a strong appeal to owners of motor cars.

Monday morning when the window was first in, a small crowd gathered in front of the store to see the display and during the two weeks that it was left in, it attracted the attention of hundreds of pedestrians, motorists and even of a street car motorman who stopped his car in front of the store to examine it more closely. The most successful part of it, however, was inside of the store. The sales were particularly high in that line, so much so that they found it profitable to leave the display in the window a week longer than had been their custom. This was sufficient proof to them that the interest that had been paid during the weeks to the display was not only in the automobile alone.

Doherty Hardware, 355 Roncesvalles Avenue, Toronto, have found that their best policy to build up paint sales is to co-operate as closely as possible with the manufacturers. One of these is a follow up system of letters. In this season of the year, they send out to their mailing list a series of letters featuring the need of paint and the kinds that are best for particular jobs. Their greatest asset they have found to be the literature that is provided by the manufacturer. When a customer comes into their store and asks to see a color chart or make an enquiry about any kind of paint, they secure the customer's name and address if possible, and by means of post cards that are provided by the

ATHLETIC GOODS DEMAND INCREASING

A. W. Moyer Limited, 204 King Street East, Toronto, are offering to the hardware merchant an opportunity to cash in on the sale of baseball, football and other athletic uni-



A Seasonable Line of Baseball Uniforms

forms. These are supplied complete, shirts pants, stockings, caps and belts. A swatch of samples is furnished from which customers may make selections.

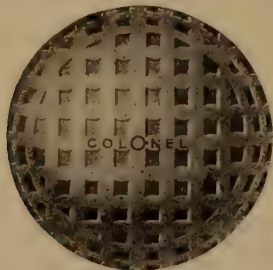
Hardware And Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

COLONEL GOLF BALLS

W. Bruce Morrow, manufacturers' agent, 30 Front St., east, Toronto, has been appointed Canadian representative of the St. Mungo Mfg. Co., Ltd., Glasgow, Scotland, who manufacture the new "Blue Ring Colonel" Golf Ball, which is being introduced to the Canadian trade.

The new Blue Ring Colonel Golf Ball is made in two styles—dimple and ribbed, and the manufacturers claim it to have



Reg. No. 693113

extraordinary flight and carry, and perfect for approaching and putting, as well as being tough, durable and economical.

H. R. H. The Prince of Wales used a New Blue Ring Colonel golf ball to play himself into office as captain of the R. & A., which is the most advanced and expert golf institution in the world. Various other golfing records have been broken by players when testing out the New Colonel Golf Ball.

Mr. Morrow is also distributing a line of Scotch Golf Clubs and Bags.

NEW POPULAR PRICED RIFLE

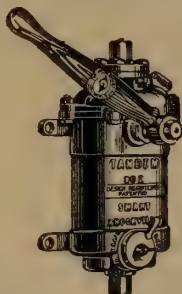
Adcock & Co., Montreal, Canadian agents for the Page-Lewis Arms Co. of Chicopee



Falls, Mass., are introducing a 22-calibre rifle which sells at a popular price. Three of the four models manufactured are illustrated.

"IDEAL" MILK STRAINER

The "Ideal" milk strainer is of so simple a design that it can be washed as easily as a sauce pan. It fits on the top of the regulation milk or cream can, and cheese-cloth or any other straining material is clamped on the bottom of the strainer with a metal ring. The strainer is made from heavy gauge pure sheet aluminum and is manufactured exclusively by "Ideal" Aluminum Products, Limited, Toronto.



Ideal Strainer

NEW "TANDEM" PUMP

A new type of pump called the "Tandem" is being marketed by the James Smart Plant of Canada Foundries & Forgings, Ltd., Brockville.

The Tandem double acting pump can be repaired by anyone with the use of such simple tools as are found around any home. All renewal parts are interchangeable. The pump can easily be primed by simply unscrewing a plug marked "Prime" and pouring the liquid into the pump. To prevent frost, the "Tandem" can be drained by just turning a handle to the extreme left until the gurgles stop and then turning the handle to the right.

The "Tandem" pump can be used for all kinds of liquids, and operates both silently and easily, as well as being efficient and durable. They are finished in blue enamel and gold, and come packed three to a case. There are two models, number 2 and 3, having cylinders of two inches and three inches in diameter, respectively.

This pump can be used to force water into an overhead tank, it being capable of forcing water up through a valve to the height of 80 feet. The "Tandem" can also be used for washing vehicles with a hose, or for straight lift and force without spout.

ESTABLISHING MANUFACTURERS AGENCY

Mr. G. Parker Wood, P. O. Box 6086 Johannesburg, who has for eleven years been Sales Manager for the firm of Manufacturers, Representatives in South Africa, representing Messrs. Collins Company of Collinsville and P. & F. Corbin and the Corbin Cabinet Lock Co. New Britain Conn.

Mr. G. Parker Wood is commencing business on his own account in March and desires correspondence with Canadian manufacturers of hardware who are in a position to cater for the South African market or those who already have been in South Africa but desire to see it enlarged and extended.

COLEMAN CAMP STOVE

A new product of the Coleman Lamp Company, Toronto, is the Coleman camp stove, which is now being introduced to the hardware trade in Eastern Canada. This camp stove was first shown in British Columbia in February and orders for several hundred were immediately placed by hardware jobbers in the Pacific Coast province.

The Coleman Camp stove is the only camp stove which carries its own fuel already connected up to the burner. It can be set in operation one minute after the camp stove has been lifted from the motor car or wherever it has been packed or stored. It folds down to the size of a small suit case, the sheet metal oven and



sides being collapsable and folding inward protects the burners and gasoline tank, the tank fitting inside the framework of the stove when not in use and, being fitted with a swivel joint, is swung outside when it is desired to light up the camp stove. One turn swings the tank outside, another movement supplies the pressure to the built in air pump. Another sets the stove on its legs and a few additional movements lights the stove and surrounds it with a built in wind baffle or covers it with a built in oven in which a meal can be cooked in short order regardless of wind or weather.

NEW GURNEY CATALOGUE

A forty page catalog 7½" x 10¼" illustrating and describing the merits of Gurney Gas Ranges has recently been issued by The Gurney Foundry Company, Limited, Toronto. The printing is on high quality coated paper in two and three color combinations.

A special feature of the catalog is an illustrated index occupying two pages in colors in the centre of the book. The complete line can be reviewed at a glance by referring to this index. Under each illustration is the number and finish and the page on which full details are given.

This catalog will be very helpful to the dealer who has insufficient room to display a complete line on his floor. If a prospective customer does not see what she has in mind you can then show and sell from this attractive catalog.

PROFITS IN TIRE ACCESSORIES

By C. C. CLARKE, Goodyear Tire and Rubber Company.

Selling Automobile Tire Accessories is not like selling everything else. The monetary profit in the sale of accessories themselves is not large unless a large volume of sales is made.

The percentage of profit on the sale of each individual accessory article is big. Accessory users are numerous and the dealer source of supply is so convenient that rapid turnover should result.

Probably in no other line can a service-giving stock be carried at such small cost as in automobile Tire Accessories. There are tire shops which feature accessories especially, and because they display their goods attractively in window and show case and demonstrate to the motorist the convenience and tire-saving value of the articles they sell—find themselves engaged in a business which pays good profits.

But there is a greater profit derived from accessory sales than what appears on the surface. And as usual the hidden is more important than the visible.

Every purchaser of a tube of Cement or a Blowout Patch is a purchaser also of at least two automobile tires and tubes during the year. And the dealer who takes care of his accessory requirements and cultivates his business friendship and goodwill is pretty certain to be the dealer who will sell him tires on which the dollar profit runs into big features.

The big feature of selling accessories then is the value of contact—frequent contact—service rendering contact—with people who sooner or later will buy from some dealer the more expensive automotive equipment and even automobiles themselves.

A great many dealers have overlooked the remunerative possibilities tied up in automobile accessories. Outside of the returns available from the sales of them which would cover a considerable portion of overhead expense, the feature of contact with motorists alone, each of whom is a prospective purchaser of everything from an automobile to a Blowout Patch, makes the featuring of accessory sales one of very great importance to the automotive trade.

DISPLAY RACK FOR STORES

McClary Mfg. Co. Ltd., London, Ont., are offering the trade a portable three shelf display rack for display enamel cooking utensils in retail stores. The rack is sturdily built, having three shelves, a broad one for large utensils on the bottom, a medium sized shelf and a narrow one on the top for small articles. It is built on a solid frame well braced and mounted on castors so the display can be moved to any part of the store where it will attract most attention.

IMPERIAL PAINT CLEANER

Standard Cleaning Products Limited, 81 Bank Street, Toronto, are offering to the Hardware trade Imperial Paint cleaner which is attractively packaged. Imperial Paint Cleaner is in powder form, and dissolves freely in cold or warm water. With a simple operation it cleans and renovates wherever applied, leaving the surface sanitary and attractive.

APOLLO-NICKELZINC

This is being manufactured by the Apollo Metal Works at La Salle, Ill., who are selling the metal to tinsmiths and sheet metal workers. Apollo-Nickelzinc is supplied in sheets of various sizes, it being

made of high grade rolled zinc, coated with pure nickel by an electrolytic process which in no way affects its temper. One of the most valuable traits of this metal is the fact that both the nickel coating and the base metal contract or expand under forming or stamping operations, or under extreme temperature changes. This absolutely prevents flaking, peeling or cracking of the finish.

Because it is light, pliable and has a bright, non-rusting, mirror like finish of nickel, Apollo-Nickelzinc is an ideal covering for the surface of kitchen tables, pantry shelves, or any other job where a durable, smooth, easily cleaned surface is desired.

FRESCO-LITH WONDER-PAINT

About two and a half years ago Sinclair, Valentine & Hoops. Manufacturers of Printing Inks and dry colours began manufacturing varnishes and enamels at 400 Eastern Ave., Toronto. This business was carried on under this name until November last when Mr. Hoops severed his connection with Sinclair, Valentine & Hoops, taking over the Varnish and Enamel end and forming a Company under the name of Buckingham & Hoops, which in February was incorporated with \$200,000 capitalization.

The Varnishes and Enamels, etc., manufactured by this company are well known among the trade and they now announce the addition to their line of a Flat Wall paint under the registered name of "Fresco-Lith, Wonder-Paint."

This paint is being put on the market in White and six colours: Blue, Buff, Brown, Brick Red, Green and Gray. It is manufactured and sold to the Public in a paste form which when slightly heated and mixed with one cup of water to 5 lbs. of paste is ready to be applied to any clean wall of Plaster, Beaver-board, Wall-board or Wood and can also be applied on Iron Radiators, Pipes and Clean Steel Ceilings and generally speaking two coats are sufficient to cover any surface. One of the great advantages of this paint is that it can be painted over by either itself or paint, enamel and varnish.

THE RECTOR TIMER

Geo. P. Reuhl, 275 King Street East, Toronto, who will be remembered by the trade in Western Ontario as the introducer of Coleman Lamp products in that territory, is now distributing the Recto Ignition Timer for the Recto Manufacturing Company, Cincinnati, Ohio.

The Recto Timer is for use on Ford cars, trucks and tractors. The Distributing Head is moulded in one piece of genuine Redmanol and will not absorb water, oil or acid. It is not affected by heat or cold. Brass contacts of liberal size are moulded into the Head with spacers of brass to insure even wear. This construction gives the Timer an all metal track resulting in exceptional long life. Brass nuts are used and lock washers prevent the wires from loosening. The brass ring has a pullrod loop riveted on it. This allows the head to be removed for inspection or cleaning by merely loosening the timer clamp. The brass brush holder is strong and accurately made. A gauze brush wipes the grease and dirt off the track, making a positive contact. The entire timer is accurately made of first class material and guaranteed against imperfection. The Recto timer retails at \$2 complete, and extra brushes can be obtained for 40 cents each.

COOEY CANUCK RIFLES

Every time you sell a "COOEY CANUCK" RIFLE

You make a NET PROFIT of 30%

and you can do a good year round business with the "Cooley Canuck".

Trappers, farmers and sportsmen everywhere are using the "Cooley Canuck". The trapper for steady work along the trap line—the farmer to protect his stock and crops and keep his land free of destructive small game and birds—and the sportsman carries the "Cooley Canuck" along on the fishing trip, at the summer camp, or in the bush for small game or target shooting. Thousands of satisfied users are living evidence of its popularity and ready saleability.

Every man or boy who enters your store is a prospect for the sale of a "Cooley Canuck". According to Canadian law any British Subject 16 years of age or more may buy one of these rifles. Think of the large field for sales this offers in your district. The "Cooley Canuck" is hard hitting, accurate and safe, made in 22 and 25 calibre. 22 calibre shoots short and long rifle cartridges—25 calibre shoots short and long rim fire shells. Eight grooved barrel of finest manegese steel—genuine oiled walnut stock—special "white spot" sight gives accurate aim in any light—safety half-cock on bolt prevents accidental discharge. Every part of the "Cooley Canuck" is "Made in Canada" and fully guaranteed.

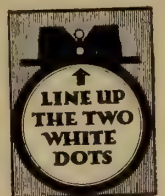
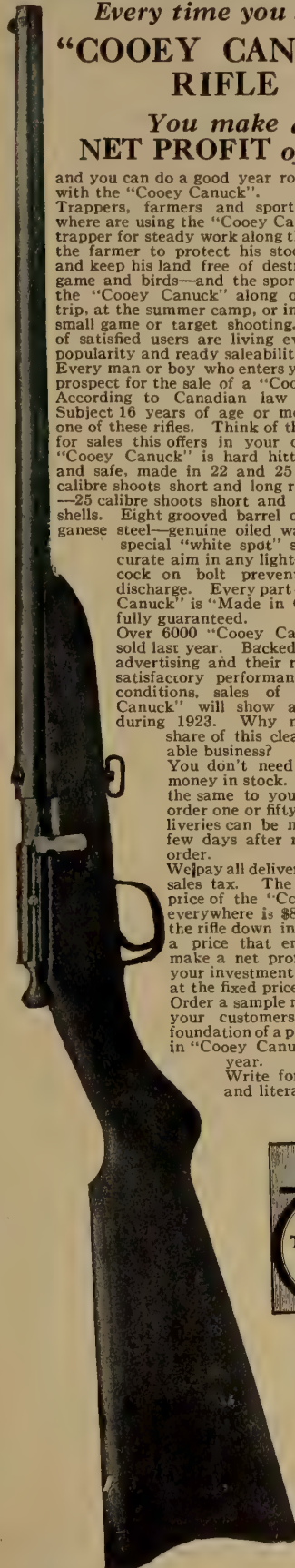
Over 6000 "Cooley Canucks" were sold last year. Backed by persistent advertising and their reputation for satisfactory performance under all conditions, sales of the "Cooley Canuck" will show a big increase during 1923. Why not get your share of this clean cut, profitable business?

You don't need to tie your money in stock. Our price is the same to you whether you order one or fifty rifles. Deliveries can be made within a few days after receiving your order.

We pay all delivery charges and sales tax. The retail selling price of the "Cooley Canuck" everywhere is \$8.75. We lay the rifle down in your store at a price that enables you to make a net profit of 30% on your investment when you sell at the fixed price of \$8.75.

Order a sample now, show it to your customers and lay the foundation of a profitable trade in "Cooley Canuck" rifles this year.

Write for trade prices and literature.



Accurate aim in any light with the "White spot" sight. A special feature of the "Cooley Canuck".

Established
20 years

H. W. COOEY MACHINE & ARMS CO.
317-321 HOWLAND AVE.

TORONTO - CANADA

COOEY CANUCK RIFLES

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ALBERTA

Bellis—Bellis Hardware Company suffered fire loss.

Calgary—Walter Bailey has opened a hardware store at 440 Sixth Street.

Castor—Harman & Watt, have dissolved. F. C. Harman continues.

Chinook—W. M. Lee succeeds Roger Dunn, hardware.

Edmonton—A hardware stock is being added by S. Jennings, plumber.

Medicine Hat—Bell Hardware, Ltd., have sold their stock and fixtures to Hewitt & Black.

BRITISH COLUMBIA

Fort Fraser—W. Bunting, hardware, has bought the stock and premises of C. L. Stuart.

New Denver—George Trickett has opened a branch store at Nakusp where he will stock plumbing and heating supplies. He, however, will still continue to carry on at his New Denver quarters.

Smithers—D. D. Rolston, hardware merchant, is enlarging his premises.

Vancouver—Gordon Baird of the Mount Pleasant Hardware Company has sold his business and is moving to California.

MARITIME PROVINCES

Moncton, N.B.—Johnston Co. Ltd., have discontinued the hardware end of their business.

New Glasgow, N.S.—The shareholders in Thompson and Sutherland, Ltd., held their annual meeting and elected Hector T. Sutherland, president, as well as new directors.

St. John, N.B.—The Fowler Steel Products, Ltd., has been incorporated with \$90,000 capital to make steel and iron goods such as springs, axes, etc.

MANITOBA

Benito—Dykeman & Gibbons, hardware, succeeded by A. G. Dykeman.

Brandon—Edwin H. Johnston is dead.

Makaroff—A. B. Johnson is opened hardware store.

Rosebank—Roland Hardware, Ltd., discontinued.

Winnipeg—Burgess Batteries, Ltd., have amalgamated with the Canada Dry Cells, Ltd. The new firm will be known as Burgess Dry Cells, Ltd., with Arthur Dobbs as Western manager. This company is also opening an office at Niagara Falls in charge of L. R. Baker.

Winnipeg—The Beach Foundry Co. Ltd., have moved to 246 Princess St.

Winnipeg—K. & S. Tire and Rubber Goods Co. Ltd., have moved to 124 King West.

Winnipeg—C. O. Clark & Bros., Montreal, have appointed F. J. Maxwell & Company, 707 Union Trust Building, their western representatives.

Winnipeg—Mr. Starrett has resigned his position as Western manager of Berty Bros., Inc., paint manufacturers. He has succeeded by Harry Hoyle, who has been representing Berty Bros. in Western Ontario.

ONTARIO

Acton—J. W. Kennedy & Son, hardware, has been succeeded by W. D. Talbot.

Amherstburg—A hardware business has been opened by Messrs. Ben and Harry Shillington.

Belleville—Fire caused damage to the hardware store of Bailey and Reynolds.

Chesley—Gray & Ewart, hardware and plumbing, have sold their stock to Eric Graham and Morely Cope.

Collingwood—The Postel Lock-Nut Company have purchased a very desirable manufacturing property on which they intend to erect a factory.

Collingwood—The Imperial Steel & Wire Co., are making several additions to their plant.

Englehart—H. N. William's hardware store was destroyed by fire.

Galt—A hardware store has been opened by R. F. Johnstone at 79 Dickson St.

Gananoque—The D. F. Jones Manufacturing Co. Ltd., makers of shovels of various kinds, have added to their sales staff Jack S. Hargraft, formerly with the Bank of Toronto, Gananoque.

Hamilton—B. E. Webster, hardware, sold out.

Hamilton—Rewbury & Ross, hardware merchant and tinsmith respectively, have dissolved partnership. Each will continue alone.

Toronto—The Canadian Electric Floor Waxer & Polish Co. Ltd., have moved from 666A Yonge St. to 22 Mark St., where they have larger manufacturing facilities.

Toronto—Premier Vacuum Cleaner Co. Ltd., incorporated with \$50,000 capital to make and deal in electrical appliances.

Toronto—Several changes have been made in the staff of the Canada Cement Co. G. A. Grant, formerly assistant manager at Toronto has been appointed manager of the Winnipeg branch. Mr. Bovard who was manager at Toronto is now in Montreal as assistant general manager of sales. V. C. Moynes who was in charge of the Winnipeg office is the new Toronto manager.

Toronto—Buckingham & Hoops Ltd., incorporated with \$200,000 capital to make paints, glass, oil, etc.

Toronto—J. A. Findlay, formerly vice-president and general manager of the A. B. Ormsby Co. Ltd., has resigned in order to go into business for himself. He will be succeeded by W. S. Cameron who has been in charge of the Western branches of the company.

Toronto—Lowe Bros. Ltd., had a fire caused by the overflowing of a kettle of boiling varnish, the damage being \$1,500.

Toronto—The Canadian General Electric Company had a fire which caused damage to the extent of \$250,000.

Ingersoll—D. N. Flander is locating his hardware store in new premises at Thames Street.

Markham—Chas. Sargent, hardware dealer, has bought the John B. Huffman Hardware.

Sarnia—The Consolidated Stamping and Manufacturing Co., makers of dolls, toys, etc., are considering opening a plant at Sarnia.

Sarnia—Consolidated Stamping and Mfg. Co., Ltd., incorporated with \$200,000 capital to make toys, games, etc.

Sault Ste. Marie—Edwin Keyes of the Keyes Hardware Company announces that he is having a new store built. The new building will cost \$10,000, and will be constructed of brick and tile with steel beams.

Stratford—The Imperial Burners, Ltd., have taken over the plant of the Bridge and Iron Works.

Walkerton—W. J. Hermiston, hardware, fire loss.

Walkerville—The firm of Coatsworth-Bouford Hardware, Ltd., which recently begun business at 23 Wyandotte Street, announce they desire catalogs from various hardware manufacturers.

Windsor—Baxter's Hardware have moved to Wyandotte Street from their old address at 64 Pitt St.

QUEBEC

Montreal—The Dominion Battery Co., Ltd., have moved to 205 Mansfield Street.

Montreal—The Western Importing Company have opened an office at 35 St. Nicholas Street. This firm imports Swedish hardware specialties, etc., into Canada and the United States.

Montreal—H. E. Mihell, advertising manager of the Imperial Varnish & Color Co. Ltd., Toronto, addressed the Montreal Publicity Association, March 14, on "Broad-Sales Promotion."

Montreal—Ravary Limited had slight damage done to their hardware store by fire.

Montreal—The Handy Hardware has dissolved.

SASKATCHEWAN

Glenavon—N. J. Hammett has been admitted into the firm of A. W. Evans & Co., hardware, as a partner.

Landis—Lucas & Ehlinger succeed D. D. MacMillan.

Langham—Frank Sarson has opened a hardware store.

Loverna—Cooperman Furniture Co., has been succeeded by Western Hardware and Furniture, Ltd.

Mozart—Thos. Laxdal has opened a hardware business.

Melville—Anderson's Hardware have moved to Third Ave.

Scotsguard—Western Hardware Co., succeed E. O. Lindeblom & Co.

Wolseley—Lowe & Thompson succeed S. Lorne, hardware.

NEW JONES HARDWARE CATALOGUE

A new catalog illustrating the various line of builders hardware manufactured by A. C. Jones Co. Ltd., Hamilton, has just been published. Garage door hangers and tracks, also Builders Hardware is catalogued in an attractive manner. A copy of the catalog will be mailed on request of any Hardware Dealer.

SPARE TIRE LOCK

The Johnson Universal spare tire lock is manufactured by the York Wrench Co., Montreal, and is made in all lengths of cable for all cars. The lock itself has been subjected to the most rigid tests of the Underwriters' Laboratories and has come through with a perfect record. The most unique feature of the device is that the cable is of specially constructed metal surrounded by armor steel sleeves. These sleeves cannot be cut as they turn at every blow.

HARDWARE MARKET SITUATION

The past month was an active one in business, and the hardware trade received its share of what was passing. The past few weeks have shown a noticeable improvement in both demand and prices. Not for some months have so few declines been reported, nor so many advances.

Manufacturers, too, report increased activity, with prices better than for many months. This activity is reflected in the increased car movements on the railways.

Raw materials, especially metals and wood products—used so much in hardware articles—are all at increased values. This has tended to firm up the market considerably.

In general business, however, there is much that is still to be desired. In one recent week the mercantile houses reported 75 failures in business in Canada. Despite the fact that we were warned that these failures would continue for some time, it is still a stock to read of these losses in business.

Another feature of industrial distress is the reported exodus of experienced mechanics across the border; and this in the face of increasing activity in all factories. To offset this condition there are many agricultural immigrants arriving in Canada from almost all the countries of Europe. So Canada may be said to be passing through a "readjustment" period, with relief in industrial and distributing circles and an increase in the prospective buyers of manufactured goods.

Bank clearings for the past month show increased figures over the previous month. The building trades are increasing activity from week to week. The paint manufacturers, in their annual statements, report splendid business last year, with increasing sales so far this year.

Spring movements of hardware are still active. The opening of navigation is expected to release all hold-up freights for upper lake ports, and the real advent of spring should see larger sales of paints and builders' supplies in retailers' hands, which to some extent have been retarded by a backward season.

New prices are out on sprayers, seeders, cultivators and general agricultural tools; as also are the new booking quotations on some fall and winter lines—snow shovels, sidewalk scrapers and similar goods.

German cutlery and other lines from that country are up about 10 per cent. owing to a new ruling of the Canadian Customs raising the duty on German goods 5 per cent.

Almost all the metals have advanced; with cotton showing two advances in the month. The price changes of the month are as follows:

Advances

Cut Nails—Up 25 cents a keg to \$4.85.

Putty—Advanced 50 cents a hundred pounds.

Nickel-plated and Plumbers' Brass Goods—Advanced.

Washing Machines and Wringers—Advance noted by changing discounts from 30 to 25 per cent.

Garden Hose—Higher by a cent a foot on some makes.

Escutcheon Pins—Slight advance. Discount now 25 off.

Pipe Fittings—Higher by 2 per cent. on plugs, bushings and unions.

Sap Buckets—New quotations show advances. No. 7 straight are now at \$16.30 per hundred.

Torches (Clayton & Lambert)—Advanced 10 per cent.

Gasoline—Advanced 2 cents a gallon during last month.

Saw Wedges—Up 10 per cent.

Copper Rivets and Burrs—Advanced. No. 7 rivets are now at 40½ cents a pound, and burrs are at 64c.

Rope and Twine—Advanced 2 cents a pound.

Iron and Steel—Higher.

Copper Kettles and Tea and Coffee Pots—Now at list plus 5 per cent., as against list formerly.

Sanitary Closets—Advanced 50 cts. each to \$4.

Furniture Casters—Advanced 10 per cent.

Bale Ties—Revised prices. Advance noted on single loop, No. 12, now \$4.90; cross head, lower, No. 12, \$5.20.

Metals—Advances are made on these lines: Aluminum, now 25 cents a pound; antimony, 9 cents; copper, 20 cents; lead, 8½ cents; spelter, 10½ cents; tin, 53 cents.

Red Lead—Advancing. Erratic quotations up to \$11.50 per cwt. for genuine red lead in 560-lb. casks.

Seine Twine and Candle Wick—Advanced nearly 20 per cent.

Boiler Tubes—Slightly higher.

Cotton Rope and White Awning Cord—Advanced four cents a pound.

Sash Cord—Advanced 5 per cent.

Galvanized Fence Wire—Up 30 cts. a hundredweight.

Auto Tires—Advanced about 5 per cent.

Taps and Dies (Blacksmiths')—Higher by 10 per cent.

Staples (for Poultry Netting)—Advanced 25 cents.

Dart Unions—Advanced. Discounts now 27½ per cent. on ¼ to 2 inch sizes, and 10 and 10 on larger and smaller sizes.

Mechanical Rubber Goods—Packing, valve discs, rubber belting, steam and tool hose—Advanced about 5 per cent.

Boilers and Rads—Advanced; 10 per cent. on boilers and 7 per cent. on radiators.

Bolts—Slightly higher. Carriage bolts are now at a discount of 35 per cent. for ¾ inch and smaller sizes, and 20 per cent. on the others. Tire bolts are now 42½ off; stove bolts and sink bolts, 62½ and 5 off.

Boxwood Rules—Up 10 per cent.

Mouse and Rat Traps—Revised prices. Victor mouse traps down 5 cents to \$2.80 a gross; rat traps up 5 cents to \$2.20.

Mrs. Potts Iron Handles—Up to \$1.85 a dozen.

Glass—New price lists issued, showing greatly increased quotations, but also giving much greater discounts.

Declines

Valley Iron and Ridge Roll—Decline noted, conforming with lower prices on eavetrough.

Eavetrough and Conductor Pipe—Lower by enlarging discounts from 60 to 65 and 5 off.

1924 SIDEWALK SCRAPERS

Next season's prices are out for sidewalk scrapers; these show an advance of nearly 280 per cent over last winter's quotations. Bull Dog brand is at \$5 a dozen; with Fox at \$3.40.

NEW SEASON'S SNOW SHOVEL PRICES

Next fall's booking prices on snow shovels have been issued. These show an advance over the past season's quotations. The new prices are: With long-handled socket, \$6.75 a dozen; D handle socket, \$8.25; D handle heavy pattern, \$9; lumberman's "Moose," \$11.40; long handle furnace scoop and D handle furnace scoop, \$6.75.

ALLIGATOR IN HANDY PACKAGES

After having carefully studied the merchandising situation, the Flexible Steel Lacing Co., Chicago, manufacturers of Alligator Steel Belt Lacing are putting out a new "Handy Package," in their most popular sizes, 15, 25, 27 and 35, series No. "S."

Each of these packages will contain two six-inch sets of lacing complete with hinge and gauge pins, and are packed in cartons. Each carton will contain a display card for counter or window display use.

Do You Use
ALLIGATOR STEEL
Belt Lacing?

Trade Mark Reg. U.S. and Foreign Patent Offices

Quick



Easy

Special Handy Packages Complete With Pins

For Sale Here

The idea in this small package is not to supplant but rather to supplement the regular packages, enabling the dealer to supply in a small unit an outfit complete in all essentials for making a hinge joint.

This will appeal particularly to those using only a few belts and to the larger belt user who wants to test out the merits of Alligator Steel Belt Lacing before buying a quantity such as contained in the standard package.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, APRIL 10, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 25c.

Antimony—Per pound, 9c.

Brass—Sheet, base, 32c; rods, base, ½ to 1 in., round, 29c; tubing, seamless, base, 37c. F.o.b. Toronto.

Copper—Casting ingot base, 20c; rods ½ to 2 in., 32c; soft sheets, plain, 16 oz. and heavier, lb., 36c; plain tinned, 1 oz. and heavier, lb., 48c; polished and tubing, 16 oz. and heavier, lb., 46c; tubing, lb., 40c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 35 cents per lb.; 3-lb., 38c; 2½-lb., 39c; 2-lb., 41c; 1½-lb., 44c; 1-lb., 48c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, \$4.25 per cwt.; angle iron, \$3.85; horseshoe iron, \$4.25; Norway, \$12.50; toe caulk, \$4.20.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$8.25 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 10c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, \$3.60; bands, \$4.00; tire, \$3.60; spring, \$10.50; sleigh shoe, \$3.50; hoop, \$4.75; crucible cast sheet, \$28.00; cast tool, \$20 to \$30, according to grade.

Sheets, Blue Annealed—10 gauge, \$4.40 per 100 lbs.; 12 gauge, \$4.45; 14 gauge, \$4.50; 16 gauge, \$4.55.

Sheets, Black—18 to 20 gauge, \$5.05 per 100 lb.; 22 to 24 gauge, \$5.10; 26 gauge, \$5.15; 28 gauge, \$5.25.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$6.50 per 100 sq. ft.; 26 gauge, \$7; 24 gauge, \$9; 22 gauge, \$11; 20 gauge, \$12.50; 18 gauge, \$16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

	Queen's Head	Fleur-de-lis
Sheets, Galvanized		
28 gauge, per 100 lbs.	\$7.15	\$6.90
26 gauge, per 100 lbs.	6.75	6.50
24 gauge, per 100 lbs.	6.45	6.20
22 gauge, per 100 lbs.	6.30	6.05
18-20 gauge, 100 lbs.	6.15	5.90
	Apollo	
10¾ oz., per 100 lbs.		\$6.90
28 gauge, per 100 lbs.		6.40
26 gauge, per 100 lbs.		6.10
24-22 gauge, per 100 lbs.		5.95
20-18 gauge, per 100 lbs.		5.85
1 gauge, per 100 lbs.		5.65
14-12 gauge, per 100 lbs.		5.50

Plates (Canada)—Dull, 60 sheets, \$5.50; ordinary, 52 sheets, \$5.40.

Plates (Coke Tin)—IX, 20x28, 112 sheets, \$15.00; IX, 20x28, 112 sheets, \$18.50; IX, 20x28, 56 sheets, \$10.00.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$10; IXX, 20x28, 56 sheets, \$12.

Plates, Terne—IX, 20x28, 112 sheets, \$15.00.

Spelter—Per pound, 10½c.

Tin—Ingots (100 lbs), per lb., 53c.

Zinc—Sheet, per lb., 14c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS and TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$17.50, standard, disc. 40 per cent.; extra heavy, disc. 30 per cent.

Boiler Tubes—2 inch, seamless, \$19; lapweld, \$16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts, 68%.

Fittings—Cast iron, standard, 22%; extra heavy, 25%; malleable bushings, cast bushings, 25%; unions, 40%; flanged unions, 22%; plugs, cast iron, solid, countersunk, all at 22%; couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 50%; 4½ and larger, 40%; long, 4 in. and under, 55%; 4½ in. and larger, 45%; running thread, 4 in. and under, 30%.

Oakum—Special No. 1, \$13.00; plumbers', \$6.00 per cwt.

Packing—Fine jute, 15c a pound; coarse jute, 11c; hemp, 30c; square braided hemp, 32c; No. 1 Italian, 35c; No. 2 Italian, 28c.

Pipe (Wrought)—Price List No. 58, Feb., 1923.

Standard Butt Weld Pipe, per 100 feet					
Size	Steel Blk.	Galv.	Gen. Wrot. Blk.	Iron Galv.	
¼ in.	6.00	8.00			
½ in.	4.14	6.12	7.38	9.42	
¾ in.	4.14	6.12	7.38	9.42	
1 in.	5.27	6.72	7.57	9.10	
1¼ in.	6.44	8.05	9.20	10.93	
1½ in.	9.18	11.56	13.26	15.81	
2 in.	12.42	15.64	17.94	21.39	
2½ in.	14.85	18.70	21.45	25.58	
3 in.	19.98	25.16	28.86	34.41	
3½ in.	31.59	39.78			
4 in.	41.31	52.02			
4½ in.	53.36	66.24			
5 in.	63.22	78.48			

Standard Lapweld Pipe S-C, per 100 feet					
Size	Steel Blk.	Galv.	Gen. Wrot. Blk.	Iron Galv.	
2 in.	23.31	28.49	32.19	37.74	
2½ in.	34.52	42.71	48.56	57.33	

3 in.	45.14	55.85	63.50	74.97
3½ in.	54.28	67.16	76.36	90.16
4 in.	64.31	79.57	90.47	106.82
4½ in.	74.93	92.71	110.10	130
5 in.	87.32	108.04	129	151
5½ in.	1.13	1.40	1.67	1.96
6 in.	1.48	1.83	2.14	2.55
6½ in.	1.55	1.93	2.25	2.68
7 in.	1.79	2.22	2.59	3.08
7½ in.	2.17	2.69		
8 in.	2.02	2.50	2.91	3.46
10 in.	2.60	3.21	3.75	4.45

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 60 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 60 per cent.

Pipe (Lead)—14c a pound. Waste pipe, 14c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 4 in., 5 in. and 6 in., 33½%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 45%; 8 in., net.

Pipe (Stove)—Net.

Trumblers (for stove pipe)—Discount 50 and 7½%.

Registers—Warm air, japanned and common oxidized, 35% from standard list.

Solder—Wire, 31c a pound; strictly, 25c; commercial, 23½c; guaranteed, 26½c; wiping, 23½c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square head: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 70%. O. Ground and half round, 81 per hundred feet extra.

Valves—Globe, angle and check (standard), 25%; J.M.T., 10 and 10%; J.M.T. "C", 16 and 10%; J.M.T. gate valves, 16 and 10%; Jenkins' gate or straightway, 16 and 10%; Jenkins' Globe, 10 and 10%; radiator valves (standards and removable disc), 53%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ¾ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. \$1; 1½ in., blk. 85c, galv. \$1.30; 2 in., blk. \$1.20, galv. \$2.10.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., \$28; 5/16 in., \$34.40; ¾ in., \$22.80; 7/16 in., \$21; ½ in., \$19.60; 9/16 in., \$18.80; 5/8 in., \$18.60; 11/16 in., \$18.40; ¾ in., \$18.20; 13/16 in., \$18; 1 1/16 in., 1½ in., 1¼ in., 1 5/16 in., \$18.90; 1¾ in., 1½ in., 1½ in., \$18.40; 1¾ in., 1¾ in., 2 in., 2½ in., \$19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow,

Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Winchester and Savage advance on American list, 2½%; loaded shells, plus 2½%; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%. Remington Union Metallic, list less 2½%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, less 40 and 20; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2.

Augers (post hole)—Rodgers make, 8 inch, \$29.40; 9 inch, \$30 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$17.50; double bits, doz., \$19.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$19.75; No. 3, \$22.00; No. 4, \$24.00. All net.

Bale Ties—Single Loop—No. 12, \$4.90; No. 13, \$5.00; No. 14, \$5.10; No. 15, \$5.40; No. 16, \$5.60. Cross head—No. 12, \$5.20; No. 13, \$5.30; No. 14, \$5.50; No. 15, \$6.00; No. 16, \$6.30.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable—Half bushel, each, 90c; 1 bushel, each, \$1.30; 1½ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.40; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60% off. Rubber—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)—¾ Rim. ¾ Rim
No. 0—16 x 22, doz. ... \$ 7.50 \$11.00
No. 1—18 x 24, doz. ... 9.00 11.50
No. 2—18 x 29, doz. ... 11.00 13.00
No. 3—20 x 30, doz. ... 13.00 17.00

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 per doz.; Beaver (brass), \$8 per doz.; Competition Globe (metal), \$5.90 per doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$9 per doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$6.50 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$5.85.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), ¾ in. diameter and smaller, 6 in. and shorter, 40%. Carriage bolts (\$1 list), ¾ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), 7/16 in. and larger, 30%. Machine bolts, ¾ in. and smaller, 4 in. and shorter, 50%. Machine bolts, ¾ in. and smaller, longer lengths, 35%. Machine bolts, 7/16 in. and larger, 35%. Sleigh shoe bolts, all sizes, 25%. Coach and lag screws, 45%. Bolt ends, 35%. Square head blank bolts, 35%. Plow bolts, 1, 2, 3 head, 30%. Elevator bolts, large head, 25%; corrugated heads, 55%. Fancy head bolts, 25%. Shaft bolts (\$3 list), 25%. Step bolts, large head (\$3 list), 25%. Whiffletree bolts, 25%. Tire bolts, 42½%. Stove bolts, 62½% and 5%. Sink bolts, 62½% and 5%.

Nuts, 2 in., and smaller, square. Blank, off net list, \$1.00. Nuts, 2 in. and smaller, square, tapped, off net list, 50c. Nuts, 2 in. and smaller, hexagon. Blank, off list, 50c. Tapped, net list.

Borax—Lump crystal borax, 10c lb.

Brooms—No. 5, 4 strings, \$8.25 per doz.; No. 5, standard, \$9.40 per doz.; Little Beauty, \$11.30 per doz.; Royal Blue, \$15.75 per doz.

Buckets, Sap—Straight pattern, No. 7, \$16.30; No. 8, \$17.50; No. 12, \$21; No. 16, \$25.20. Extra heavy—No. 12, \$27.00; No. 16, \$31.00. Galvanized—No. 8, 23; No. 12, \$27; No. 16, \$31.

Butts—(Wrought Steel)—No. 840, less 12½%; No. 800, net; No. 838, less 12½%; No. 808, add 10%; No. 804, less

17½%; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Cans (Milk)—At list plus 25%.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, \$18 a dozen; No. 1, \$22.20, No. 2, \$25.20; No. 3 \$32.40.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.10 a dozen; No. 65, \$21.18; No. 75, \$28.18. F.o.b. St. Mary's.

Gem—No. 20¾, \$21.60 doz.; No. 22, \$25.80; No. 24, \$34.20.

Chisels (Broad's)—List less 40 p.c. for plain.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$3.10 a dozen; 48 ft. hanks, \$3.60; 60 ft. hanks, \$4.50.

Clothes Lines (Manila)—\$3.00 per dozen.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	BBB
3/16 inch, electric weld...	\$15.40	\$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld...	12.15	15.26
¾ inch, electric weld...	10.40	13.25
¾ inch, fire weld...	13.20	15.40
7/16 inch, fire weld...	11.30	13.30
½ inch, fire weld...	10.20	12.40
5/8 inch, fire weld...	10.70	12.90

Combs, Curry—No. 101, \$1.25 a doz.; No. 111, \$1.45; No. 121, \$1.40; No. 127, \$1.70.

Combs, Cattle—No. 98, \$1.90 per dozen; No. 100, \$2.60.

Cord (Sash)—Hercules No. 6, 6c a pound; No. 7, 65c; Nos. 8, 9, 10, 12, 64c.

Cord (Awning)—White, 3½, \$2.75; 4, \$3.60; 4½, \$4.85 per pound. Drab, 4, \$4.30; 4½, \$6.00 per pound.

Crowbars—\$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., \$1.42 a dozen; 6 in., \$1.40; 7 in., \$1.80.

Doors, Screen—Kasement, No. 3, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills—Standard lists. Blacksmiths', $\frac{1}{2}$ in. x $2\frac{1}{2}$ in. shank, each: $\frac{1}{8}$, 45c; $\frac{5}{32}$, 45c; $\frac{3}{16}$, 50c; $\frac{7}{32}$, 55c; $\frac{1}{4}$, 60c; $\frac{9}{32}$, 65c; $\frac{5}{16}$, 70c; $\frac{11}{32}$, 75c; $\frac{3}{8}$, 80c; $\frac{13}{32}$, 85c; $\frac{19}{32}$, \$1.20; $\frac{5}{8}$, \$1.30; $\frac{21}{32}$, \$1.40; $\frac{11}{16}$, \$1.50; $\frac{23}{32}$, \$1.60; $\frac{3}{4}$, \$1.70; $\frac{25}{32}$, \$1.80; $\frac{13}{10}$, \$1.90; $\frac{27}{32}$, \$2; $\frac{7}{8}$, \$2.10; $\frac{29}{32}$, \$2.20; $\frac{15}{16}$, \$2.30; $\frac{31}{32}$, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Bit Stock—List, per doz., less 50%; $\frac{3}{32}$, \$2.70; $\frac{1}{8}$, \$3; $\frac{5}{32}$, \$3.50; $\frac{3}{16}$, \$4; $\frac{7}{32}$, \$4.50; $\frac{1}{4}$, \$5; $\frac{9}{32}$, \$6; $\frac{5}{16}$, \$7; $\frac{3}{8}$, \$8.50; $\frac{7}{16}$, \$10.50; $\frac{1}{2}$, \$13; $\frac{9}{16}$, \$15.50; $\frac{5}{8}$, \$18; $\frac{11}{16}$, \$21; $\frac{3}{4}$, \$24; $\frac{7}{8}$, \$30.

Blacksmiths', round shank, jobbers, 50 and 5%; ratchet 10%; wood and taper shank, 52½%; straight. $\frac{1}{2}$ inch, and wire shank, 55%.

Drills (Millers-Falls)—Breast, No. 12, \$64.20 a dozen; No. 13, \$81.00; No. 118, \$72.00. Hand, No. 2, \$48.00 a dozen.

Egg Crates—Humpty Dumpty, \$6 a dozen; H. & D., \$5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney-Foot and Arcade, 60%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60%; Globe, 60%; Nicholson, 35 and 5%; Black Diamond, 35 and 5%; Delta Files, 20%; Firth Files, 50%; Disston, 50%.

Gloves—Canvas and cotton, \$15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$4.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstone Fixtures (Taylor-Forbes)—15 inch axle, \$8.66 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers, Nail—No. 21, \$11 per dozen; No. 1, \$14.85; Nos. 1½, 61½, \$14.30.

Hammers, Sledge—(Canadian), 2-2½ lbs., \$25 per cwt.; 3-4½ lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3½ lbs., \$27.50 per cwt.; 3-4½ lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1½ lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, \$15.25 a dozen pairs; No. 1, \$16.95; No. 2, \$18.05; Stearns, 4 in., \$13.55; 5 in., \$16.60. Perfect, No. 1, \$20.85; Canada, \$13.25; Hatch, \$13; National, \$15;

America, \$19; Great West, \$30; Storm King, No. 42, \$11.80 a dozen.

Hatchets, Shingling—No. 1, \$9.75 per dozen; No. 2, \$10.75.

Hatchets, Lath—Nos. 3 and 4, \$10 per dozen; No. 4, \$10.25.

Hatchets, Barrelling—Nos. 50 and 60, \$14 per dozen.

Hatchets, Claw—No. 7, \$11.00 per dozen; No. 8, \$11.50.

Heaters, Electric—National Glow, \$8.75; National Heatrays, \$11.00; Majestic, 1 burner, \$10; Universal, \$13.80. Discount 30%; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.65; tee, \$1.40. 5 in., strap, \$2.00; tee, \$1.70. 6 in., strap, \$2.20; tee, \$1.95. 8 in., strap, \$2.95; tee, \$2.15. 10 in., strap, \$5.20; tee, \$3.60. 12 in., strap, \$6.40; tee, \$5.85. 14 in., strap, \$7.50; tee, \$6.85. Net prices.

Light—Net prices—3 in., strap, 90c; tee, 90c. 4 in., strap, \$1.08; tee, \$1. 5 in., strap, \$1.26; tee, \$1.17. 6 in., strap, \$1.53; tee, \$1.35.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., \$4.30; 8 in., \$4.80; 10 in., \$6.40; 12 in., \$7; 15 in., \$7.50; 18 in., \$11; 21 in., \$12.40; 24 in., \$16; 27 in., \$17.20; 30 in., \$18.50; 33 in., \$21.50; 36 in., \$24.50. Discount, 30%.

Screen Door Sets—No. 1200, \$37.50; No. 1201, \$45 per gross.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3½ lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (Grass)—Canadian, No. 2, \$3.90 per dozen; No. 3, \$4; No. 4, \$4.10; No. 5, \$4.30; Little Giant, \$6.50; Barden Patent, \$6.50. English Fox—No. 2, \$4.65 a dozen; No. 3, \$4.85; No. 4, \$5.25.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—

Patterns	Sizes	Price per keg	
		No. 2	No. 1
		larger	smaller
Light iron	0-7	\$6.70	\$6.95
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70	6.95
Heavy iron	6-8	6.70
Snow	1-6	6.95	7.20
New light XL steel	1-6	7.15	7.40
Featherweight			
XL steel	0-4	8.55	all siz.
Special countersunk	0-4	9.25	all siz.
Toe weight (front only)	1-4	9.70	all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; $\frac{1}{2}$ in., \$12.50; $\frac{5}{8}$ in., \$14.00; $\frac{3}{4}$ in., \$16. Less 5% for full reel, 500 feet.

Hose, Lawn—3 ply 4 ply 5 ply
Per 100 ft., size $\frac{1}{2}$ " \$8.50 \$9.50 \$10.75
Per 100 ft., size $\frac{5}{8}$ " 10.00 10.75 12.00
Per 100 ft., size $\frac{3}{4}$ " 11.50 12.50 14.00

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—½ inch, 5¢ inch, ¾ inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$1.96.

Handles for above japanned, \$1.85 per dozen. Common, pre cwt., \$15.

Irons, Electric—Model B, National, \$4.73; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.85 net in ½ doz. lots; Westinghouse, \$4.80 in ½ doz. lots.

Jacks (Screw)—1¼x10, \$3.75; 2x12, \$5; 2x16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 33c; Shelf Lock, 4 to 8 ft. only, 30c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 48c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 33c; 44 ft., 36c; three section extension, 45c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$8.40; B, per case of 6 doz., \$7.

Lanterns—Short or long globe, plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.32.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.25 doz.; 3 dozen cases, \$1.10 doz.; 6 doz. cases, \$1.05 doz., Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.00 per dozen; No. 3, \$2.50; No. 4, \$3.75; Barn Door, No. 5, \$3.00; No. 8, \$3.60.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Machines (Washing)—Dowswell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, 125.00; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$105; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, \$44.10 per dozen.

Mattocks—Cutter or pick, \$9.75 per dozen.

Mixers, Bread (Canuck)—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, \$16 per dozen; O-Cedar, less handle, \$14; O-Cedar, with handle, \$16; S. W. Mops, complete, \$4.00; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$6.75; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mop Wringers—White, No. 1, \$16.40 per dozen; white, No. 2, \$16.80; white, No. 3, \$24.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 25% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 45%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¾ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2½ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3½ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slatting, Box, Fence, Barrol Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Nails (Cut)—\$4.85.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box. No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2½ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 30%. American netting, 2 in. mesh, 20% off.

Invincible—No. 1848, 72c a rod; 2060 79c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 21c a gallon; Palacine, 23c; Gasoline, 29c. These prices net.

Black oil (summer), 19c a gallon; **Black Oil (winter)**, 21c; Capital, cylinder, 66c; machine oil, reg. grades, 36½c; Imperial gas engine oil, 56½c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon; ex. heavy, \$1.25. List less 25%.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net 9c, in barrel lots. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.10 per 400 ft. roll; No. 2, 75c; Surprise and Stag, 80c.

Tarred Fibre—No. 1, \$1.25; No. 2, 95c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; Spruce Sheathing, 36 in. and 72 in. wide, \$6. Asbestos Sheathing, \$8.25; carpet felt, \$3.75; tarred felt, 7, 10 and 16 oz., \$3.45; asphalt felt, \$3.75.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.45 a case; 4 gross (cartons), 4 in., \$1.50; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2½ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, \$4.11 per dozen; No. 158, galvanized, \$4.38.

	Pumps—	
	Pitcher Spout	Closed Spout
No. 2	3.00	3.15
No. 3	3.45	3.85
No. 4	3.85	4.70
No. 70	...	6.00
No. 80	...	8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn, Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894 (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 47½%, Iron burrs, 47½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 10% off; burrs, add 40%. Extras on copper rivets, 2½c per pound.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Comet—1 ply, \$1.30; 2 ply, \$1.70; 3 ply, \$2.10.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, \$5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., \$10.50.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 22c a pound; Beaver Manila basis, 19c; New Zealand hemp basis, 19c; Sisal basis, 17c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: 5/8 in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1 in. and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marine and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ¾ in., 56c a pound; 5/32 in., 55c; 3/16 in., 52c; ¼ in. and up, 51c.

Sandpaper—B. & A. sandpaper, less 17½%; Star sandpaper, less 17½%; B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh. black.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 80 and 5% Oval Head, bright, 77½ and 5%; Round Head, bright, 77½ and 5%; Flat Head, brass, 75 and 5%; Oval Head, brass, 72½ and 5%; Round Head, brass, 72½ and 5%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.75; 1½ in., \$12.25; 1¾ in., \$14.65.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 56c; No. 8, 64c, No. 9, 68c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 50%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, \$29; 2nd, \$28; 4th, \$25.

Draining tools, No. 2 black—1st, 29; 2nd, \$27.50.

Hollow back scoops, No. 2, black—1st, \$34.50; 4th, \$32.

Coal shovels, hollow back, No. 2, black—1st, \$32; 4th, \$30.

Sand shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Hollow back shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Riveted back scoops, No. 2, black—1st, \$37.50; 2nd, \$35.50; 4th, \$34.

Miners' spring point shovels, No. 2—1st, \$36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add \$1 per dozen net. Half polished, Guelph, Hamilton, Toronto, Kingston, add 50c per dozen net. F.o.b. London, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton, New Glasgow, Amherst, Fredericton, and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Staples (Fence)—Bright, \$4.40 per 110 lb. keg; galvanized, \$5.40.

Staples (in 10-lb. boxes)—Bed, 5/8 in., 20 cents a pound; 3/4 in., 18 cents; 1 in., 16 1/2 cents. Blind, 1/2 in., 23 cents; 5/8 in., 22 1/2 cents; 3/4 in., 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$21.50 each; Perfection No. 33, 3 burner, \$26; Perfection No. 34, 4 burner, \$34; No. 22G oven for above stoves, \$8. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$4.75. Detroit Glass Front Oven, No. 85, each; net, Hot Blast.

Stoves (Oil Heaters)—No. 525, \$8.00 each; No. 530, \$9.00; No. 630, \$12.00. Discount 30% off list on these three numbers. Bot Blast, net list.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz. Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.00; awning, \$4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22 1/2c; brackets for this, per doz., \$2.00. National Flat Track, 1 1/4 in. per 100 ft., \$10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine Binder—500 ft., 11 1/2c a foot; 550 ft., 12 1/2c; 600 ft., 12 3/4c; 650 ft., 13 3/4c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of 1/2 cent lb. on 10,000 lbs. and 1/4 cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 65c 4 ply, lb., 68c.

Cones, 3 ply, lb., 62c; 4 ply, lb., 65c.

Traps (Game)—Victor, No. 1, \$2.00 per doz.; Giant, No. 1, \$3.10 per dozen; Jump, No. 1, \$3.10; Hawley Norton, No. 1, \$4.50; Newhouse, No. 1, \$6.75. All these include chains. Mouse, \$2.80 per gross. Rat, \$1.20 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10 1/2, \$25.20 a dozen; No. 11, \$25.80; No. 11 1/2, \$26.40.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Squares (Steel)—No. 3, \$21.60 dozen; No. 14, \$19.60; No. 100, \$24. Nickel and blued, extra.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9: No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Bright base, \$4.00. Annealed base, \$4.00. Galvanized base, \$4.35 for No. 9.

Barbed wire, \$4.10. Coiled spring wire, 9 gauge, \$4.10.

HARDWARE DEALERS CAN REDUCE FIRE INSURANCE OVERHEAD

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In placing your fire insurance bear in mind the strength, loss paying record and savings of the company you choose. The net cash surplus of the guaranteeing companies is \$2,007,647.42. A line to your provincial manager or head office will bring convincing results.

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These vises are of correct design and are strongly constructed.

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51 York St., London, Ont.

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing Liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.
Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.
Imp. green, 100 lb. kegs, 17c.
Chrome green, C.P., 45-50c.
Chrome yellow, 20-40c.
Brunswick green, 100 lb. keg, 12c.
Indian red, 100 lb. keg, 08-18c.
Lamp black, in bulk, 26c; packages, 30-38c.
Venetian red, best bright, 6-8c; No. 1, 5c.
Drop black, pure dry, 18-20c.
Golden Ochre, 100 lb. kegs, 8c.
White ochre, 100 lb. keg, 6c; barrels, 5c.
Yellow ochre, barrels, 4-6c.
French ochre, barrels, 6-8c.
Spruce ochre, 100 lb. keg, 6-8c.
Can. red oxide, bbls., 4c.
Vermillion, American, 35c.
English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c; red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5'a. packages, \$9; white, 5'a. packages, \$8.49; colors, 100's. packages, \$8; white, 100's. packages, \$7.50; colors, bbls., (250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: Dougall white enamel, \$6.40; Vitralite, \$7.93; Duralite, \$6.10; Old Dutch, \$6.36; B-H "White" Enamel, \$6.60; Martins, white, \$7.10; Satinette, \$7.24; C. P. Co. Albagloss, \$6.40; C. D. Master Painters, \$6.85; Mooramel, \$7; Lowe Bros., Linduro, \$7.10; Sunshine, white, \$6.10; Kyanize, \$8.10; Solpar, \$4.60; Paripan, \$9.10; Jasperlac, \$4.25; Invincible, \$6.10; Hillcrest, \$5.50; Adelite A. & E., \$7.65; Floglaze, \$4.60; Ripolin, \$7.19.

Glass—	Star or Double
Case lots.	16 oz. or 24 oz.
Up to 25	\$12.00
26 to 40	14.90
41 to 50	16.20
51 to 60	16.90
61 to 70	17.60
71 to 80	18.60
81 to 84	21.70
85 to 90	22.80
91 to 95	41.30

Discounts—Imported, 45%; domestic, 42%.
Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50%.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	\$14.25	\$14.70
Champion pure	14.25	14.70
Crown Diamond, pure ..	14.25	14.70
Green Seal, pure	14.25	14.70
I. V. Perfection	14.25	14.70
Ramsay's pure	14.25	14.70
Moore's pure	14.25	14.70
Tiger, pure	14.25	14.70
O.P.W., Dec., pure	14.25	14.70
Elephant Genuine	14.75	15.20
BB Genuine, less than tons	14.75	16.05
Maple Leaf, pure	14.25	14.70

Lead, (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$9.75; Genuine, 100 lb. casks, \$10.75; less quantity, \$11.75. F.o.b. Montreal and Toronto.

Glue—English, sheet, per lb, 24 to 30c; White pigsfoot, 50c; Cake bone, 112 lb. bags, 24 to 30c; Hides, 112 lb. bags, 30 to 32c; Ground glues, 112 lb. bags (English), per lb., 20 to 22c; Canadian, 16 to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.25. Boiled—1 to 2 bbls., \$1.28.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, \$4.10; Sanitone, white, \$3.55; Sanitone, colors, \$3.45; C.P. Co., pure white, \$4.20; C. P. Co., pure colors, \$3.85; C. P. floor paint, \$3.75; Elephant floor paint, \$3.50; Victoria floor paint, \$2.90.

B-H English colors, \$3.85; English, white, \$4.20; Fresconette, white, \$3.55; Fresconette, colors, \$3.45; floor, \$3.75; porch floor, \$3.85.

Crown Diamond, white, \$4.10; colors, \$3.75; floor, \$3.65; porch, \$3.70; flat wall tone, white, \$3.55; colors, \$3.45.

Moore's House Colors, white, \$3.95; colors, \$3.70; Preserve Paint, white, \$2.70; colors, \$2.55; floor paint, \$3.45; Sani-Flat, \$3.45; Porch and Deck Paint, \$3.50.

I. V. Elastica, white, \$3.65; Elastica, colors, \$3.40; Flatine, int. wall, white, \$3.55; Flatine int. wall, colors, \$3.45.

Lowe Bros., H. S. White, No. 328, \$4.05; H. S., color, \$3.70; H. S. floor, hard drying, \$3.65; H. S. Porch, \$3.70; Mellotone, flat wall, white, \$3.60; color, \$3.45.

Jamieson's Crown Anchor, \$3.70.

O.P.W. Canada Brand, white, \$4.05; colors, \$3.70; floor, \$3.65; Flat Wall, white, \$3.55; color, \$3.45.

Ramsay's Pure, white, \$4.05; colors, \$3.70; floor, \$3.60; porch, \$3.70.

Glidden's white, \$4.20; colors, \$3.85.

Martin-Senour, 100%, white, \$4.20; colors, \$3.85; porch, \$3.85; Neutone, white, \$3.55; Neutone, colors, \$3.45; floor paint \$3.75.

Sherwin-Williams, white, \$4.20; colors, \$3.85; floor, \$3.75; porch, \$3.85; Flat Tone, white, \$3.55; colors, \$3.45.

Maple Leaf, white, \$4.05; colors, \$3.70; floor, \$3.65.

Pearcy's Hillcrest, colors, \$3.05; white \$3.40; floor, \$3.00.

Adelite, white, \$4.05; colors, \$3.70; Industrial white, \$3.60.

Paris Green—100 lb. lots—½ lb. paper cartons per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 to 100 lb. drums, 46c; 250 lb. kegs, 44½c; 600 lb. barrels, 44c. Terms: 1 per cent. 15 or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$5.20; 100 lb. drums, \$5.70; 25 lb. drums, \$5.95; 12½ lb. irons, \$6.20; bladders in bbls. (400 lbs.), \$6.95; in cases (100 lbs.), \$7.20. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Varnisher, \$3; Chalco, \$3; Klensa, \$3; Cumoff,

\$3; Dougall Lingerwett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per gal. in 5-gal. lots—White, \$4.75; orange, \$4.25. Gal. jugs, white, \$5.05; orange, \$4.55. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	\$1.45	\$1.70
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Solignum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine—Single bbls., gal., \$2.25; 2-4 bbls., gal., \$2.24; 5 gal. lots, per gal., \$2.40.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.18; Hard Oil, \$2.76; Gold Medal, \$3.42; Elastilite, \$3.95; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; Sun Aero Spar, \$4.60; Sun Waterproof Floor, \$4.10.

Glidden Wearette, \$4; florette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; Indestructo, floor, \$3.40. Pale Hard Oil, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-ite Floor, \$4.32; Wood-Var, \$4.16; Durable Spar, \$5.23; Finest Interior, \$4.97.

Moorlastic Floor, \$4.25; T. 45 Floor, \$3.50; Moorvar Interior, \$3.25; Moore's Spar, \$5.

S. W. Mar-not, \$4.03; Rexaspar, \$5.14; Scar-not, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; House Spar., \$4.60; Floor, \$4.60; Interior, \$3.60.

Kyanize Spar, \$5.25; Cabinet Rubbing, \$4.95; Interior and Floor, \$4.95.

Luxeberry light, \$4.56; Granite, \$4.56; Spar, \$4.73.

Ramsay's Universal, \$3.80; Agate Floor, \$3.80; 400 Hard Oil, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.28; Furniture, \$2.30.

Dougall Univarnish, clear, \$4.50; Transparent, spar, \$5.00; Transparent, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$8.50; colors, \$9.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., \$1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 10½c; Sturgeon's Solpar, 10c.

Waste—Cream, polishing, 23c; White—xxx, 21c; Colored—No. 1, 14½c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., \$3.60; Ramsay's, 45; Martin-Senours, 38c; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, \$1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., \$2.00; Gilders, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons, \$1.55; Methylated Spirits, \$1.70.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, \$1.70.

The Aluminum Specialty Co., Ltd., 60 John St., Toronto, are introducing a set of aluminum spice containers put up in a rack 18" long, 4" wide and 4" high, the containers are 3¼" high and 2½" in diameter with the name of the spice embossed on the side of each one. Each container is fitted with a perforated top fitted with a shutter which can be closed when not in use to prevent dust from getting into the contents.

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Phenix Mfg. Co., Milwaukee.
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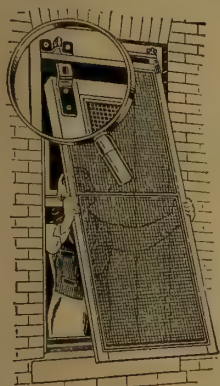
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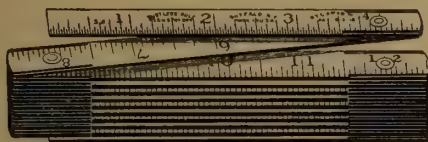
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Wouldn't You Sell

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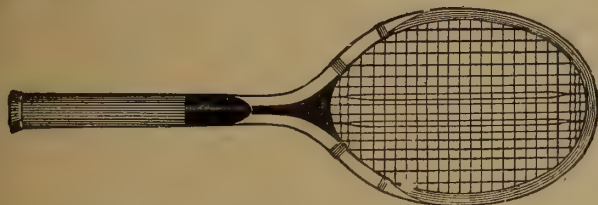
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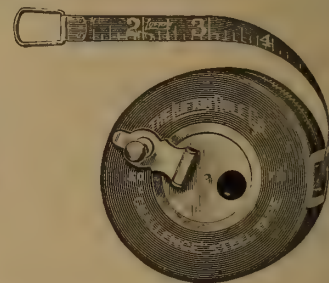
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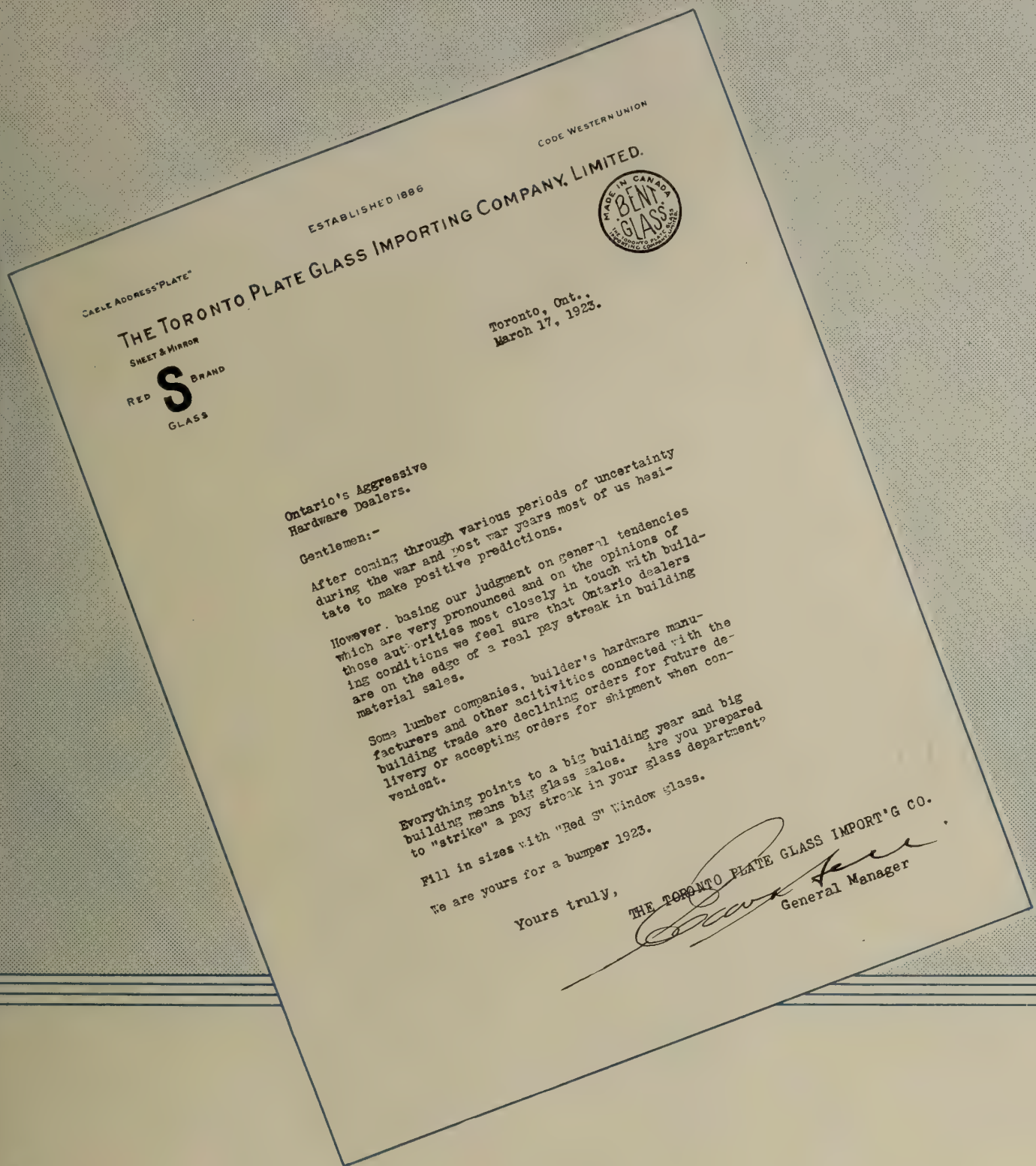


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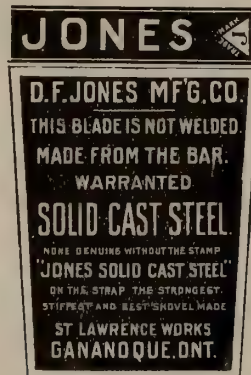
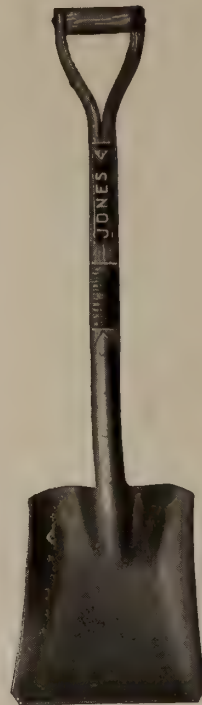
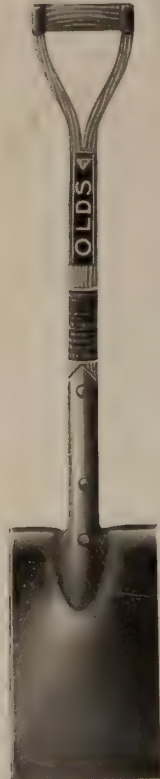
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ACCESSORIES · SPORTING GOODS

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A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

VOL. 15, No. 5

Published Monthly by WESTON WRIGLEY, Stair Building, TORONTO

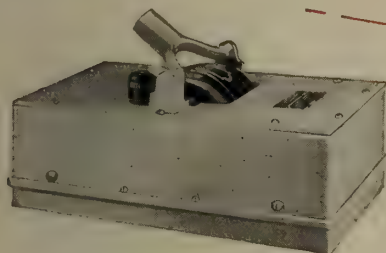
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The public is being informed of this wonderful machine by nationwide magazine advertising.

MODEL _____



Both models operated by universal motors D. C. and A. C., 25 cy. and 60 cy., 110 volts.



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It waxes. It polishes. It supplies the demand of the average home. Simplicity in construction and operation a strong feature.

ELECTRIC FLOOR WAXER and POLISHER

A CHILD CAN OPERATE IT.



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It retails at an attractive price.
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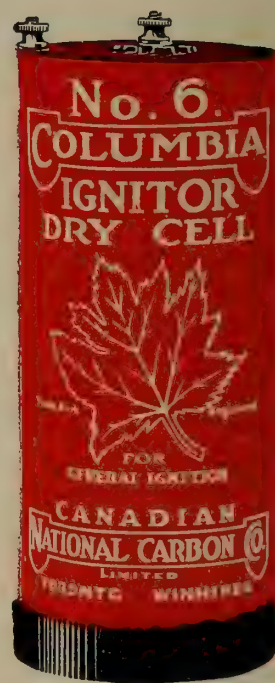
THERE are millions of Columbia Dry Batteries in use at the present time—ringing bells, buzzing buzzers, firing blasts, igniting gas engines, tractors and boats, lighting outbuildings, making telephones talk up. Even these long-lived Columbias have to be replaced. Thousands of new needs for Columbias are arising constantly. All this means more and more business for the man who sells Columbia—the world's standard Dry Cell Battery. Ask your jobber about the Columbia family, especially the new Steel Case Hot Shot.

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Columbia Dry Batteries

— they last longer

The Canada Steel Goods Co. Limited

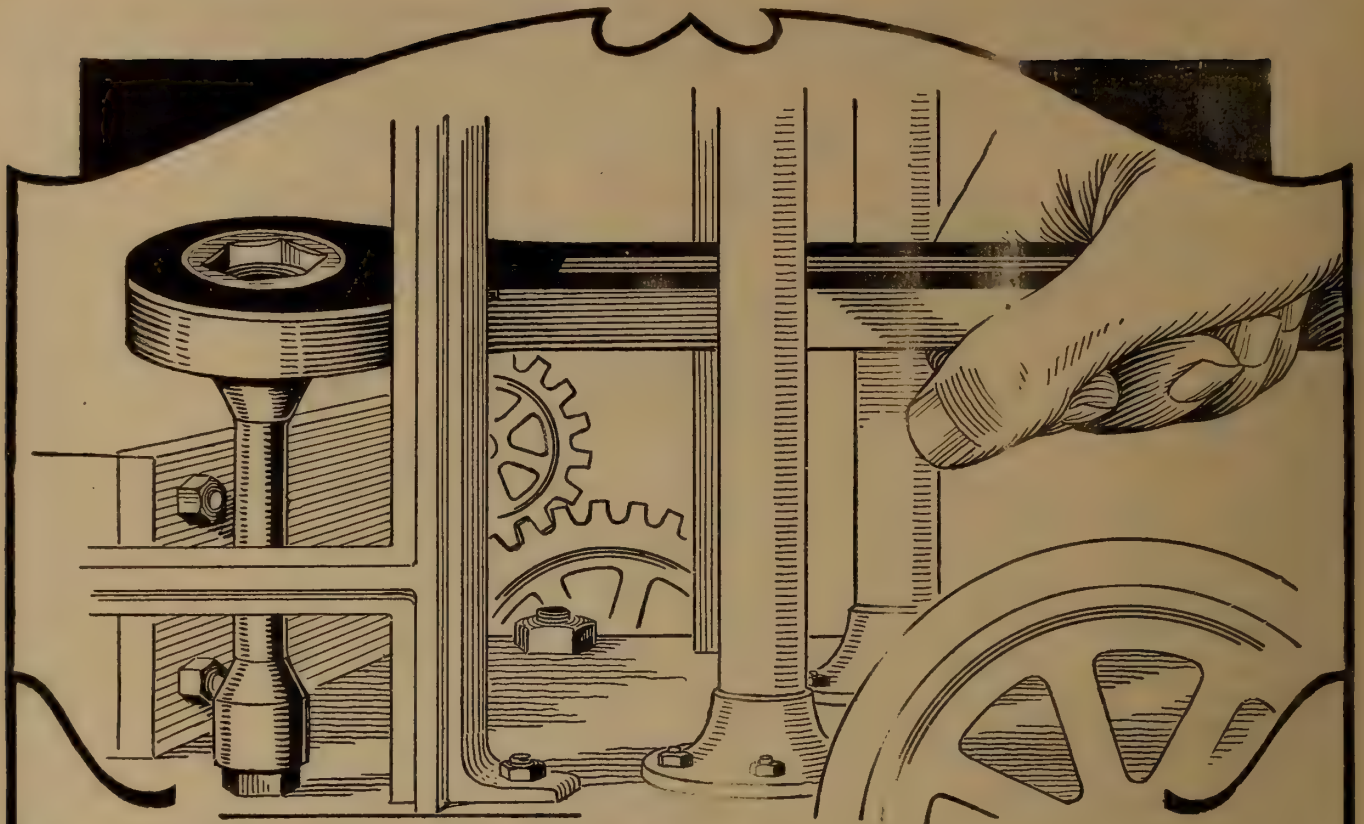
are pleased to announce that this company, which has been known to the hardware trade of Canada, under that name, for twenty years, will in future be known as

The Stanley Works of Canada Limited

We would like to take advantage of this opportunity to express to the hardware trade throughout Canada our sincere appreciation of all their good will that we have enjoyed during these past twenty years, and to assure them that our efforts in the future will be, as in the past, always with a view to meriting the continuation of this same good will.

Hamilton, Canada

April 17th, 1923



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Here's a Ratchet Wrench that will take a strangle hold on a nut and bite in 1/40th of a turn.

Here's a wrench that will work in quarters so close as to seem impossible to anything but a hammer and chisel.

It gives you a grip that can't possibly slip and a leverage to move the most obstinate rusted nut. If the nut is deep-seated, the extensions will reach it and you've got the power where you want it. To reverse the turn, simply turn the wrench over and work it backwards.

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Garage and repair shop men, machine mechanics and workers with wood, iron and steel are vitally interested in the Billmont Wrench with the interchangeable sockets. The complete Billmont outfit consists of eight grips, two extensions and twenty-four sockets, giving the equivalent of 768 wrenches in one compact little group that we pack in a small metal box with a tray, a lock and key and a carrying handle.

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Radiator Hose

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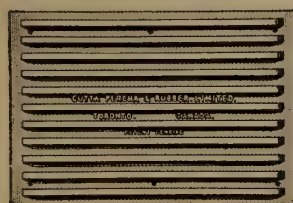
*In Models for Sedan,
Touring and Coupe
Bodies.*



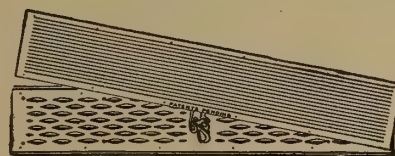
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Rubber Headed Mallets



Step Pads



Running Board Mats

An Established Reputation
For Satisfaction
Makes Them Easy To Sell

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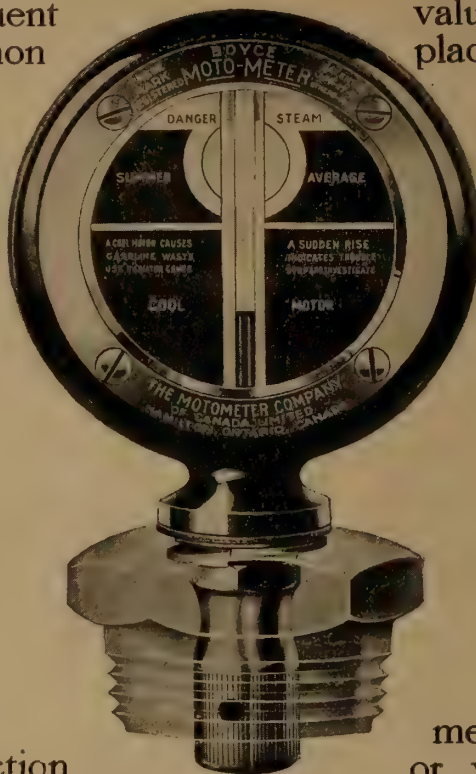
A Mainstay of Spring and Summer Business

Car owners have only to drive a thousand miles to realize the absolute necessity of the Boyce Moto-Meter. Overheating and consequent dangers are so common that the Boyce Moto-Meter has become as much a part of the modern car as speedometer or horn.

Simple and rugged in construction, the Boyce Moto-Meter stands guard 365 days in the year even under the severest service. This never-failing reliability is a source of constant satisfaction to car owners that builds tremendous good

will for the dealer who sells Boyce Moto-Meters.

The Boyce Moto-Meter, through sheer merit and utility value has earned its place as the steadiest and fastest selling accessory on the market. More than three million have been sold; there is a model specially adapted to every car.



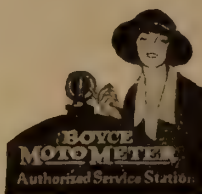
The Boyce Moto-Meter will do for you what it has done for others. Let it be a mainstay of your spring and summer business. Write or wire for details of the Boyce Moto-Meter Service Station appointment.

THE MOTO-METER COMPANY, of Canada
LIMITED
HAMILTON, ONTARIO

BOYCE MOTO METER

The Motorists Choice—The Accurate Boyce
Your Car Deserves One.

To display the BOYCE MOTO-METER SERVICE STATION SIGN is to attract trade, not only on our line but all other nationally known brands of automobile equipment. We earnestly solicit the support of every good dealer to use this means to build more prestige both for himself and for us.



Ask 'Em to Buy

TWO PROFIT MAKERS



Goodyear Tube Repair Kit

The most popular outfit in Canada for permanent Tube Repairs: Metal container with buffer top—32 square inches of Tube Repair Gum—Tube of C-35 Patching Cement—a necessity in an emergency.

Goodyear Tire and Auto Top Paint

Gives excellent protection to the spare tire—Preserves tread and sidewall rubber—Gives a rich glossy finish—Adds attractive appearance to old and repaired tires—Does away with the need for a tire cover.

It is also an excellent waterproof top dressing.

Every dealer who contacts with automobile owners should stock these big sellers in accessories.



These jobbers can supply you:

Canadian Fairbanks-Morse Co.
All Branches

Miller-Morse Hardware Co. Limited
Winnipeg, Man.

Walkerville Hardware Co. Limited
Walkerville, Ont.

Bowman Bros. Limited
Regina and Saskatoon

R. G. Edgcombe & Co.
London, Ont.

Motor Car Supply Co.
Calgary and Edmonton

Mackenzie, White & Dunsmuir
Vancouver, B.C.

St. Lawrence Oil Co.
Gananoque, Ont.

The Sumner Co. Ltd.
Moncton, N.B.

The Goodyear Tire & Rubber Co. of Canada, Limited

Business that is Waiting just round the Corner

With warm weather at hand, home owners will be fixing up yards and fences. This means fence business. Every one likes to have a neat and attractive property and so nearly everyone who enters your store is a prospect for lawn fence. These are sales that are waiting for you. Here are some suggestions for building business in

PEERLESS LAWN FENCE

STANDS EVERY TEST

A handsome display stand for Peerless Lawn Fence with steel posts will be supplied free. This stand placed near your store entrance will attract everyone coming in. Tell your clerks to talk lawn fence. Have a supply of Peerless leaflets handy. Mention Peerless Fence in your

local advertising. Suitable electros supplied free upon request.

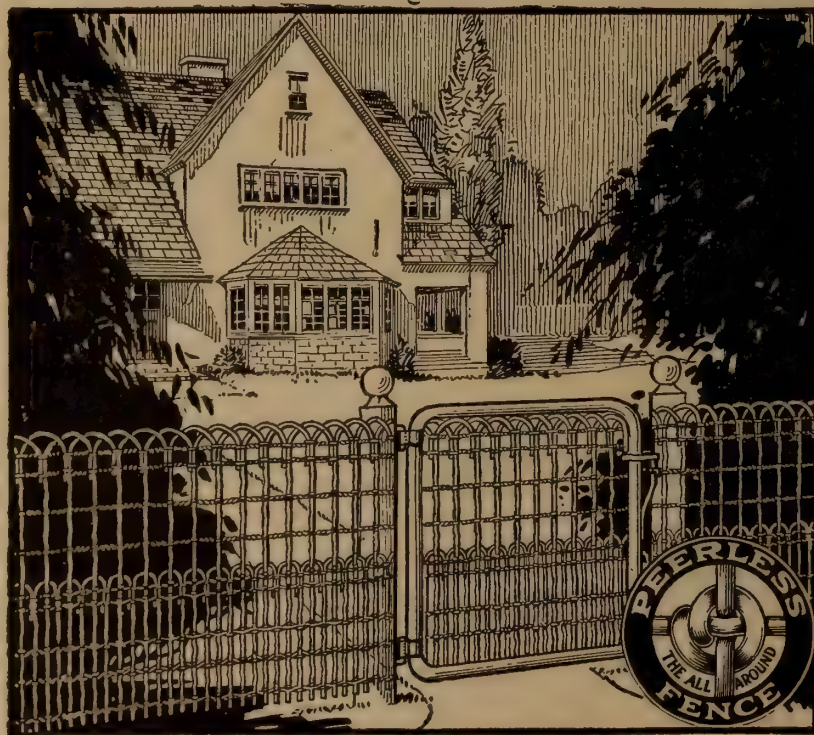
These are suggestions that will start something. The quality and handsome appearance of Peerless Lawn Fence will do the rest.

PEERLESS WIRE FENCE COMPANY LIMITED

Hamilton

--

Ontario



Peerless Fences Satisfy---they both Protect and Beautify



Do You Realize Your Opportunity?

The parlor doors, the porch doors, all the doors in the barns and stables, the garage, the dairy, the implement house, the hog pen and chicken house are opportunities for you to sell Slater Hangers and Tracks.



We are making the better parlor door hangers. You can always satisfy your builders with a Slater Parlor Door Hanger—yes, more than satisfy them

It is not necessary for you to carry a long range of hangers—carry

The barn and garage door hangers made by N. Slater Co., Limited—for flat, square or round tracks are a complete line—you do not need to go outside our range to satisfy the most particular.

N. J. Dinnen, Winnipeg
A. T. Chambers, Vancouver



T. Mortimer & Co., Toronto
H. E. O. Bull, Montreal

N. SLATER COMPANY, LIMITED
HAMILTON - ONTARIO

NEW AND IMPROVED "T. F." Surface Floor Hinge

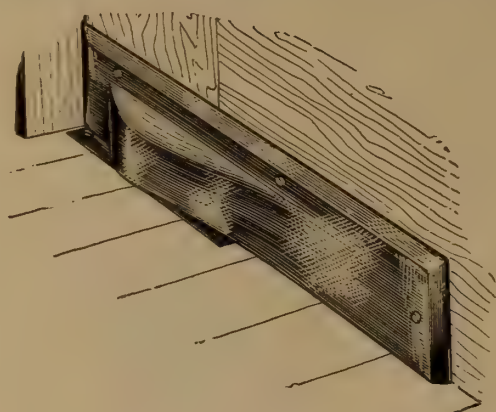
The only type of
Floor Hinge made
in Canada.

DOUBLE ACTING — BALL-BEARING — ADJUSTABLE

BUILT FOR WEAR

— EMBODIES ALL THESE FEATURES

- Neat in appearance.
- Most durable.
- Silent in operation.
- All working parts are above floor.



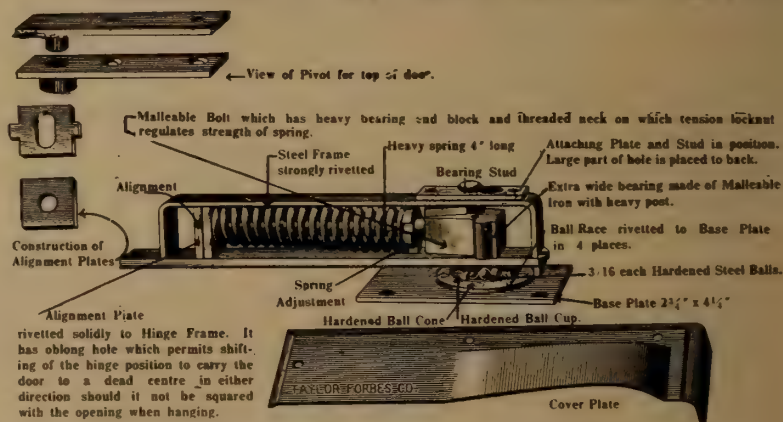
If your jobber does not carry T. F. Chief Double Acting Surface Floor Hinge—Write us direct.

Details of Construction

The frame is of steel in two pieces strongly riveted—steel base plate $2\frac{3}{4} \times 4\frac{1}{4}$ drilled and countersunk—steel ball bearings—4-inch coiled spring and tension locknut simple yet positive alignment feature. Perfect lubrication—side plates plated and lacquered to match other hardware—packed one in a carton, complete with screws and pivots.

Send for Folder.

DIAGRAM SHOWING HOW EVERY PART IS DESIGNED TO GIVE SATISFACTORY SERVICE



This is accomplished by placing a punch against the companion plate next to the spring and moving it (by tapping with a hammer) in the opposite direction from which you wish to throw the door.

This pair of alignment pieces are corrugated to prevent them slipping back when the door is in operation

Manufactured in Canada by

Taylor Forbes Company, Limited

"Makers of World's Best Lawn Mowers"

Head Office and Works:

Guelph, Ontario

Quebec

St. John

Halifax

Winnipeg

Regina

Calgary

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HARDWARE

ACCESSORIES - SPORTING GOODS
PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT
A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

A Consolidation of
**HARDWARE and
ACCESSORIES
CANADIAN TIRE and
ACCESSORY JOURNAL**
and the
**CANADIAN HARDWARE
JOURNAL**
Established 1909

VOL. 15—No. 5

STAIR BUILDING, TORONTO, MAY, 1923

\$1.50 Yearly in Canada

TAKE YOUR OWN MEDICINE

YOU would not call in a doctor to treat your family if he was sick half the time. You would not buy meat from a butcher who refused to eat the meat he offered for sale.

You would question the quality of the clothing sold by a merchant who, himself, wore clothing purchased at another store.

Do you get the point?

If consumers see that the hardware dealers do not paint their own stores, they will be slow to take advice and paint their property.

Have you painted your store front yet? And is your home and your motor car brightened up as an example for your neighbors to emulate.

ARE THERE TOO MANY STORES?

SECRETARY W. F. MacPherson, of the Ontario Retail Hardware Association, writes to **HARDWARE AND ACCESSORIES** commenting upon the article in our April issue entitled: "Are there too many Hardware Stores?" as follows:

"I consider Mr. Roberts' article to the point and quite in line with the position I had taken when addressing the Commerce Club of Queens University some six weeks ago.

"Statistics recently printed showed 1,600,000 retail dealers in the United States or one dealer to every 70 of population. This did not look reasonable to me, so I applied the test to my own locality and found one dealer to every 48 of population. Of course trade is drawn to town from country districts, but there are numerous country stores, which means that in this locality the figures would not be changed very much. A community should certainly have something to say, as to unnecessary duplication of services to be rendered them and for which they must pay.

"A License system which would require qualification on points of Character, Ability, Capital and Community need, would be an admirable safeguard against unnecessary duplication; but the adoption of a system of this nature would appear to me to be remote, but well worth working for.

"A more practical plan for immediate relief would be to have all manufacturers, jobbers or importers refuse credit to any dealer who fails to satisfy a Credit Association or Committee legally authorized to function, as to his qualifications upon the points of character, ability, capital and community need, and to supply only on Cash with Order terms.

"Would not this to a large extent relieve the situation?"

SELECT YOUR OWN CLASS

COMPARING the standings of nearly thirty salesmen on their sales of garden hose for spring delivery, it was amazing to see the differences in sales. Three men had sold more than five thousand feet the fourth man had

sold but slightly more than one thousand feet. From there it ranged on down to sales of but two hundred feet. For weeks prior to the printing of this list the company had been urging the men to sell more garden hose. The three men who sold over five thousand feet have placed themselves in a class by themselves. Now it is entirely possible that the other men have had equally as good records on other lines—more than likely they have made good records on the general line. But the fact remains that only three men have regarded the company's instructions and requests as being of sufficient importance to bother with to any extent. It is plain to see that the low men have not tried very hard to sell garden hose. They have perhaps made up their minds that it cannot be sold, at least at this time. The three men have proven it is possible to sell it. The others have proved nothing, except that they believe in doing business not as a team but according to their individual ideas.

This is pretty much the same as when the captain of a baseball team signals for a bunt, only to have the batter strike out, trying to make a two-bagger for the sake of grandstand approval. A sales manager recently said that he could usually tell just which four or five men could be counted on to respond to requests to sell futures, or to push certain lines. Every day these men are gradually building up the reputation that they can get things done.

One of the surest ways to get out of a rut is to see that our names are always among those present, and near the top when special requests are made. There is a reason for every one of these special requests and the salesman who complies with them proves that he is willing to work, not as he wants to, but for the best interests of the company. That is the sort of spirit that insures promotion and greater ability to hold good-will.

SELL HOUSEHOLD BRUSHES

FEW articles influence so many "unexpected" purchasers as household brushes. Show the women who pass down your aisles a display of odd and unusual shapes and styles and you will find that a strikingly high percentage of them stop and buy one or more items at first sight.

There's a lure in well-designed brush specialties—in the conveniently fashioned handles and the cleverly-shaped bristle-combinations—a lure which always makes Mrs. Housekeeper yearn to have a complete assortment at her disposal.

Some of the most successful brush counters are located at aisle-corners so that the odd eye-catching shapes can signal a "Stop, Look and Question" to two streams of shoppers.

How To Compete With the Chain Stores

How the Ambitious Retailer Can Expand His Business and Fight His Chain Store Competitors With Their Own Weapons—Establishing the Branch Store.

The Second of a Series of Copyrighted Articles by WALTER S. HAYWOOD and PERCIVAL WHITE

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IN the old days a merchant bought or rented a store where he could get it. He hung out his sign and waited for customers. If such a policy were tried today, he would still be waiting. If the modern merchant is not prepared to make his presence known by advertising or cutting prices or special sales, he must put his store where the largest number of potential customers will see it.

No matter whether a merchant is locating his second or his two hundredth store, the location of it is of first importance. Probably more has been written about locating the chain store than any other phase of the subject. The reason for this is simple. There is no other phase of the business which is calculated so much to catch the public interest. There is something out of the ordinary in the idea of a man or several men standing on a street corner and clocking the passers-by. Yet this was the method initiated by the United Cigar Stores and widely imitated over the whole country.

The most spectacular feature of the location methods of the big chain systems is undoubtedly the clocking, that is determining how many people pass a given point; to what type they belong; whether they carry bundles, their sex, age, or any other information which may be desired. Anywhere from one to four men are required to gather this information. It is not only gathered for one day but for several days and even weeks. Some chains will not establish stores unless it is found that at least 15,000 people a day pass the point where it is proposed to establish the store.

Selecting the right location for the branch store, however, is not always a matter of finding out where the largest number of people pass during the day. It is quite possible that 15,000 people might pass a given location daily, yet that location proves useless, simply because the people and the product were not suited. People going from the railroad station to the business district to work will often stop and purchase tobacco and candy, but they rarely would have time to shop in a department store.

It has long been known that sides of the street differ from each other. Ordinarily the shady side of the street is given over to women's trade, and rentals are 25% higher. Department stores are an example of this. There are exceptions in Boston, on Tremont St. where the common makes it impossible to seek the shady side, and in Rochester, N.Y., where the sunny side was originally chosen and no change has since been made.

In similar fashion, one side of the street may be good for candy stores and fatal to shoe stores. Going even further, one side of the street may be good for expensive shoes and bad for cheap shoes and vice versa. A cigar store which was a failure on one side of the street might be successful on the other side.

A great deal may depend, too, on the nature of the other stores in the neighborhood. The location experts of the big five and ten cent chain systems are particularly alive to this fact. They always try to locate a new branch as near as possible to a department store and, failing this, a theatre or a drug store, is their "second best bet".

This is because the average five and ten cent store does ninety per cent of its business with women, and therefore must seek a location near an establishment which draws women customers.

Almost every chain has a definite objective when going into a community. It knows exactly where its store ought to be, and if it finds it impossible to obtain this location at once, it will sometimes wait years. One chain has a lease on property in Antonio which will not go into effect until 1928. Another lease made in Norfolk starts in 1926.

The future of the community must be considered a fundamental factor in determining location. Some cities are constantly moving. Others are safely anchored. Wherever the high class residence district is, the high-class business district will follow.

But where there are physical obstacles to this, such as in the case of a steep hill in Providence, Rhode Island, or rivers, as in Pittsburgh, the business section cannot move except in certain directions.

The merchant establishing his branch store, should never lose sight of the fact that populations are not stationary. They move. Residential areas gradually become business sections. A large factory will change the character of a neighborhood in few years. A foreign-speaking population may come in whose habits of living are utterly dissimilar to those of the previous population.

On the other hand, it is well to bear in mind that neighborhoods do not always deteriorate. In many cases, locations in the outskirts, which apparently now are worth little and which handle but a fraction of the trade turned over by the down-town establishments, may, in the course of ten years, be centers of large and thriving populations.

In the height of the chain store boom, many stores were located hit-or-miss. Some of them succeeded and some of them failed. But those that failed went out of business for good and sufficient reasons. There was nothing intangible about their failure. Many of them succeeded because they could not help doing so. The business was forced upon them. But, in general, the larger chains have always followed a standard policy in choosing locations, and the smaller chains can only hope to compete by doing the same.

Charles Nicholls, Jr., Vice President of a big cigar store chain and recognized as one of the greatest location experts in the country, gives the following interesting resume of the methods by which he establishes the value of a location:

1. Ascertain the population.
2. Determine the character of the people.
3. Investigate industries to see whether location is good for men or women. Youngstown, Alcona, and Akron, for instance, are good for men. Fall River, Lowell, and New Bedford are good for women because of the large number of women employed in the factories there.
4. Investigate bank deposits and clearings. These give an excellent history of business conditions. However, it is necessary to ascertain to what extent these are divided among the population. It might be in a medium sized town that the majority of the clearings were confined to a small number of individuals.

5. Find out the number of different industries. Find out also the proportion of manufacturers to clerks. Washington, D.C., for example, has a large clerical population while Schenectady has a large number of skilled and unskilled laborers.

The investigators for many chains take into consideration the direction of the traffic both in general and at special times of the day. There are very definite currents of traffic which it is possible to set down statistically. In some cases the number of people entering other stores in the same line of business is noted, as well as the number of persons leaving that store with bundles. In suburban districts it is frequently found valuable to analyze the number of persons returning home from the city with packages, indicating that purchasing is done elsewhere. In many cases this may prove an inducement to the chain store to enter that locality, accepting this foreign purchasing as an index that prices in the district are too high.

Next in importance to the location of the new branch is the question of its size. Many of the big chain systems proceed on the theory that the store should be just large enough to hold the stock, the clerks, and the customers, and that every inch of space over these requirements is a burden. If they are confronted with the problem of having to choose between the right size store in an inferior location, but too big for the volume of business they expect to do, they solve that problem by choosing the latter; but in that case they usually persuade the owner to divide the property into two stores, and proceed to rent out the surplus space to a retailer in another line. This policy results in substantial savings in rent, space, lighting, heating, and cleaning expense, and also makes operation more efficient by bringing the merchant within easier reach of the clerks.

There is one note of caution to be sounded here, however. A small chain cannot, as a rule, concentrate its stock in such tiny spaces as the larger chains with a much quicker turnover and adequate means of supplying deficiencies in stock almost immediately. This is one of the problems of the small chain—to have ample stock yet achieve rapid turnover. Thus a chain with two or three links may find it advisable to have slightly larger stores, if it must keep its warehouse in the stores themselves.

Incidentally, where a chain is too small to maintain a separate warehouse, the importance of limiting the stock to standard sizes, as well as standard lines, is a matter to be emphasized. In fact, even the big chain systems, which maintain extensive warehouses, usually pursue that policy. This is particularly true of grocery chains. Here extra large packages are avoided, both because of the difficulty in carrying away, and because there is comparatively little demand for them. It has been found that a customer will usually take a smaller package, or two packages of the smaller size, if she desires a considerable quantity.

In such lines as drygoods, shoes, clothing, haberdashery, etc., most of the small chains which have to maintain their warehouse in the branch store itself, find it inexpedient to carry unusual sizes, realizing that slow turnover means large overhead expense, which is against the principle of efficient chain store operation. Even the big Penney dry goods chain makes it a point to limit its stocks to standard goods, avoiding odd sizes, "double A" width shoes, etc.

The Dotson-Kerwin stores, of Iowa, however, have an ingenious method whereby a stock of odd sizes sufficient for one store is made to do for several, and by this method it has been found possible to secure a large enough turnover of these odd lines to warrant carrying them. The company has five stores, in Waterloo, Independence, Oelwein, Vinton, and Cedar Falls. Although Waterloo is about four times

the size of the other towns, all stores are stocked uniformly as to variety and grade, although the size of the stock, the clerk looks it up in the card file and in a few moments has telephoned, and is assuring the customer he can get it that afternoon.

A feature worth noting in the policy of the big chain systems is their attempt to make all of their stores as nearly alike in size as possible. This, of course, is in line with their practice of standardizing their equipment.

It is just as important for the small chain to start with standard equipment as it is for the large chain, even though alterations may cost more. Moreover, as soon as it is practicable for him to do so, the proprietor of a small chain should make his own equipment. The larger chains do this, and find that it pays. They also keep extra equipment on hand, not only in anticipation of opening additional stores, but to guard against the contingency of fires, etc.

A uniform store front is an asset which has been proved to be very valuable. Coming into a new community, the store finds patrons among those to whom its name is familiar or have actually bought at its stores in other localities. Like the railroad station, the member chain store becomes a landmark.

This uniformity of appearance is nothing more than the idea of the signboard standardized. The store is picked out by the familiar color which can be seen much further than the name.

Not only should the color of the exterior be the same, but the fronts and entrances, wherever possible, should conform to the standard. In other words, every store in a chain should be as nearly alike as possible, even though this involves considerable alteration work when leasing the building.

The chain store should and can excel in general appearance. Not only the exterior, the interior, the equipment, and the stock can be standardized, but the lighting and the general effect of neatness. The Piggly Wiggly stores have cut out window trims and made the windows look right into the store, thus making the goods in the store serve as window trim, and relying on their general appearance of attractiveness as well as the novelty of their idea to attract people into the store. The United Cigar stores, according to President Wise, notice an almost immediate influx of customers when it is possible to open the doors, and this is noticeable in congested districts especially. He also stresses the value of night lighting.

As a matter of fact, there is nothing which attracts the average customer more than cleanliness and neatness. Clean windows are another point to stress. "Were your windows clean?" is one of the first questions asked by the Regal Shoe Company when one of its stores begins to fall down. Clean paint is still another point. Fresh merchandise, no dust, orderly arrangement, each one of these factors has an incalculable but important part in helping make the retail links of the chain successful.

As regards the general cost of doing business, much depends of course, on the size and policy of the chain, the nature of its product, the location of the stores, etc. Therefore it is difficult to arrive at any specific figures. The following table, however, represents the consensus of opinion of many leading authorities in the chain store field, based on their own experience, as to the comparative average cost of doing business in various kinds of chain stores:

Dry goods	10-25 per cent
Groceries	4-15 per cent
Shoes	18-25 per cent
Variety	18-25 per cent
Druggist	22-30 per cent
Tobacco	8-20 per cent

Groceries and tobacco, where the turnover is very rapid, can usually bring operating expenses farthest down. The Penney organization, with a 10 to 12% operating expense is unique in the dry goods line when compared with 20% for independent retailers in direct competition with them.

Salaries are generally the largest item of expense in the chain store field, and efforts to economize along this line usually result disastrously, especially when it is considered that so much of the chain's prosperity lies in the hands of the store managers. Rent is generally the next item. This must be carefully watched. For example, it is immediately possible to point to a store paying too much rent. For example, if Kansas city were paying 8% for rent there would be an immediate investigation.

How much rent can a chain store afford to pay? This also is a difficult question to answer. But it has been established by experts that there are certain percentages of gross receipts which should govern the rent paid by different types of businesses. For example, high-class retail stores which

are large advertisers can afford to pay 6%. Taking them up in more detail, Mr. Nicholls, the authority quoted above has compiled the following list:

Shoe stores	8%
Department stores	3%
Five and tens—non-advertising	5%
Non-advertising specialty stores	8%
Drug stores, candy, fruit, etc.	10%
Grocery store	10%
Cigar stores	6-8%
Barber shops, shoe shining establishments, etc.	12%
Cloak and suit	6%

With such a wide variation, it is apparent that few varying types of chains will desire the same location. Such a table as the above is valuable in making estimates for new locations, and in judging the performances of old stores. A great many stores may do better, but if one does less, it is a sign of trouble.

It's The Last Package That Pays

Written for Hardware and Accessories By A. M. BURROUGHS

THERE is one secret which the wise retail merchant always shares with his clerks. He may withhold it from everyone else, but to his clerks it is common knowledge.

That is the secret of the "how" and "where" of net profits.

The clerk may sell his share of merchandise. He may be energetic, courteous, loyal and tactful, but unless he knows exactly how and where to make money for his store, his employer—and in the end, for himself—he isn't a 100 per cent. go-getter.

We are violating no merchant's confidence—in fact, we hope that every clerk in your store reads these lines—when we reveal that secret here. *The Profit Lies in the "Last Package"*.

Every progressive merchant knows it. At least, he knows what "stickers" do to net profits. But we dare say that not ten percent of the clerks working in retail establishments in this country today know where net profits really lie.

Suppose a merchant buys and stocks 60 units of a particular brand of merchandise. The clerks themselves open the consignment and place it on the shelves or floor. Their thought, if they give it any thought, is this:

"The boss gets his profit out of the first sales so we will push this stuff for a few days".

Consequently, the first 30 units move rapidly enough. They are fresh. The clerks like to hand them out to customers.

The next 15 go a little more slowly. 10 of the remaining 15 units crawl off the shelves or floor and into the customers' hands at a snail's pace. The novelty of pushing it has worn off. The clerks are interested in something newer.

But what about the last five units lying there on the shelves—all dressed up and some place to go, but no one making any extra effort to send them on their way?

Do the clerks realize that the real profit—their employer's livelihood lies on the shelf, gathering dust?

Do the clerks realize that if those five units must be marked down 30 percent to move them that their employer's profits are clipped down by 30 percent?

If you sell your merchandise on a close margin of profit, there is all the more reason why your clerks should realize this vital truth. *The Profit Lies in the Last Package*. No

merchant has made his legitimate profit until the last package, the last sack, can, pound, gallon, box, or last individual piece of any consignment of merchandise has been sold. Probably until that last unit is sold and paid for the merchant has actually lost money. His working capital has been tied up in unprofitable goods.

Share the secret—if it is a secret—with your one or more clerks. His future and your future is wrapped up on those various "last packages" that adorn your shelves or floor.

STORE MEETINGS HELP SALES

P. C. Dietler, vice-president of the Riddell Paint & Art Co., Butte, Mont., uses a very practical plan to keep his paint stock moving.

He holds a meeting of his salesforce one night each week, taking up a different product at each meeting, the latter lasting only one hour.

Mr. Dietler provides himself with some boards of different kinds, wall-board, etc., two or three small cans of paint or varnish or enamel, several brushes, some turpentine, etc., and starts to work.

Through practical demonstrations he shows his store salesmen just what results are obtained by various paint products on different surfaces, and thus equips them to give real advice and information to customers.

The salesmen are encouraged to ask questions, and when one is asked that Mr. Dietler cannot answer, it is taken up with the paint manufacturer and then answered and proved at the next meeting.

Mr. Dietler says that these regular meetings help him as well as his helpers. They increase his information as well as his turnover.

ROOFING MATERIAL FOR FLOOR COVERING

The Lindsay Hardware Co. has found that a good grade of ready roofing paper makes a satisfactory floor covering for a store. For almost two years this store has had roofing paper on its floors and the covering is in good condition despite steady wear.

Bring "Summer Hardware" Out In Front

Such Lines as Oil Stoves, Refrigerators, Lawn Mowers, Sporting Goods and Camp Supplies are Now Seasonable—Display them in the Windows and at the Front of Store.

By A. H. VAN VORIS

WHAT are you going to advertise as your specialty in oil cook stove are you going to get behind and push and develop into sales?

The oil cook stove is really such a helpful and useful household device that every hardware store should easily work up a nice business this summer.

A fine feature in this respect is the fact that it is just as good, if not better, in the small town as in the city, for the fuel is nothing more elaborate than kerosene oil, which I imagine is obtainable at all four corners of the globe.

When you deliver one to a home, you are not only selling a stove but you are giving the housewife a rebate on her kitchen hours, and you are giving her a cool and comfortable kitchen to work in, instead of the hot and stuffy one which we find in those homes where the kitchen range is operated all summer long.

Play Up Labor-Saving Features

Another point to bring up to the prospective customer is this: remind her that you know she is proud of her home (which she will not deny) and then call her attention to the fact that an oil cook stove such as you sell is one of the most attractive of labor saving devices; one of them sets off any kitchen, with its bright and shiny enamel finish and nickel trim and the work it performs every day is a marvel in time and labor saving qualities.

We held a three days demonstration of our particular make of oil stove last month; we held the same sort of a demonstration a year ago, too, with a professional cook operating the stove right at the store, thus showing prospects just exactly what the stove will do; this is always lots more effective than merely telling them about it.

The personal touches are vital in making a sale to the housewife, for with them it is often not a matter of price, but what is the modern and efficient device? The article which her neighbor has and talks about is generally the thing she wants and when you have once gotten a good swing into your community with your oil stove, sales round themselves out in a most surprising manner.

A refrigerator is also essential to the health and sanitation of the household in summer and even the folks in our towns and villages occupy homes with individual cellars as opposed to their city apartment-dwelling neighbors, the former do not, of necessity, prefer to climb up and down the cellar steps a dozen times each day.

For the tourist and camper, there are now on the market small galvanized box refrigerators and split-bound refrigerator baskets, which from one range to another, are as simple or as elaborate as could be desired.

Display Your Fishing Tackle

The summer camper and vacationist is always interested in fishing tackle and supplies and the hardware store is the logical place for him to go for such equipment.

It's a good thing for the dealer to familiarize himself and to instruct his salesmen as to the best local fishing grounds. This may seem like a trite statement, but we do find it to have a strong bearing on the sale of fishing tackle.

It is not hard to learn of the good trout streams and of the lakes, ponds and creeks in the country which abound in bass, and pickerel the occasional fisherman or the out-

side vacationist is not always familiar with these places and you may be sure that they do not forget a good turn when in need of a new rod, reel or line.

I am particularly reminded of the summer campers at this time of the year, because, in a sense, I am one of them.

We have a rustic summer camp on a little lake some ten miles up in the hills from town, and on the other hand, being in the hardware business, it is not difficult to put the two together and set down some of the ways in which the latter can serve the former.

Many Things Needed About a Camp

On account of the bulk, of boats and canoes many hardware stores do not deal in this line, but nevertheless they do hold a significance for most of us on account of the yearly refinishing so necessary to keep them in good trim—there is aluminum paint, canoe enamel, spar and marine varnish.

Then, as to the camp, itself, if this be of a permanent nature, there are various parts which need frequent attention, if the building is to be kept in fit condition and attractive appearance.

All sash and doors should have a coat of paint at regular intervals, as should the porches and roofs, if the latter be of composition or tin, and shingle roofs, of course, should be stained.

Possibly some of the inside floors are painted and these require refinishing every two or three years.

Stove pipes should be enameled to prevent rust; padlocks should be supplied for boats, wood-houses, tool chests and the like and all these, again, come from the hardware store.

The same is true of the several tools so useful in camp—axe, saws, hammer, chisel, shovel, rake, hoe crowbar and so on.

All of this may sound like a page from a Campers' Manual, but it is equally apt for the hardware dealer who can be posted on these things and on many other real necessities

FEATURE THESE LINES IN A HOUSE-CLEANING WINDOW

Vacuum Cleaners	Picture Nails
Carpet Sweepers	Picture Chain
Carpet Beaters	Picture Hooks
Mops	Picture Wire
Mop Wringers	Tacks
Galvanized Pails	Tack Hammers
Window Cleaners	Screws
Step Ladder Chairs	Screw Drivers
Step Ladders	Hammers
Dust Pans	Hatchets
Dust Mops	Wash Tubs
Dusters	Clothes Baskets
Chamois Skins	Hampers
Hat and Coat Hooks	Bath Room Fixtures
Coat Hangers	Curtain Stretchers
Shelf Brackets	Clothes Pins
Castors	Wash Boards
Brooms	Wash Boilers
Scrub Brushes	Sad Irons
Chair Seats	Wringers
Curtain Rods	Clothes Bars

for cottages, and these out-of-door folks are becoming more numerous by the thousands every year.

As to the furnishings of these summer places, they must largely duplicate the household equipment at home, so they are equally logical customers for oil cook stoves and refrigerators, as the town dweller.

To jump back to every-day sales again, every home needs a length or two of lawn hose to lay the dust and to promote the growth of trim, green lawns and bright colored flower beds.

The lawn mower and lawn rake should go home with the lawn hose for they all belong together and often leave the hardware store in company for the further use and convenience of the householder.

Baseball and tennis goods are very popular in the summer months and by window displays and distribution of athletic goods catalogs, we have worked up a very nice business; we keep these goods on display and with price tags the boys know just about what they can buy and plan accordingly.

Electric washing machines aren't distinctly seasonable to the summer months, but they deserve mention with other summer merchandise because they do help out so much in hot weather. The electric sad iron also does away with the heat of a range fire and thus keeps the good housewife in a more cheerful mood on ironing day.

TO "CLEAN UP" THE LAWN

When a man wants a lawn mower, it isn't because he really wants the lawn mower. He wants to *take care of his little place*.

That means cutting the lawn—a trimmer for the edges along the paths—maybe a roller for the lawn—grass shears to go around the flower beds—a grass hook for small or

rough patches of lawn—pruning shears for the bushes and trees—hedge shears for the hedge—an oil can—bottle of oil—a sharpening stone.

His hardware merchant has all these things. They are back on his shelf or under the counter. They are the news of the day.

There are mighty few things he doesn't know about them and "Everything Here to Take Care of Your Lawn."

Why aren't they out front—among the head-liners—in the window, along with the lawn mower, giving the single, unified, timely suggestion.

YOUR SPRING BRUSH STOCK

Obviously every dealer should be able to supply the proper brush for the application of every brush-on item in his paint stock, but extreme care should be exercised to carry only those grades that will prove ready sellers.

From a practical standpoint they should limit their brands to those of one or two good manufacturers and not buy a dozen of one kind from one salesman and a dozen of another kind from someone else.

Certain lines should be selected and adopted as standard. Where this is done it is easy to keep the stock clean and determine what are the best sellers.

When best sellers are established a reasonable reserve stock should be maintained at all times and the dealer will be able to meet all ordinary demands.

Moderation in buying brushes is better than buying everything in the catalogue. Knowledge of trade requirements, likes and dislikes of painters all have a bearing on brush sales, and when this is once acquired the dealer should have no trouble in maintaining his stock at an efficient level.

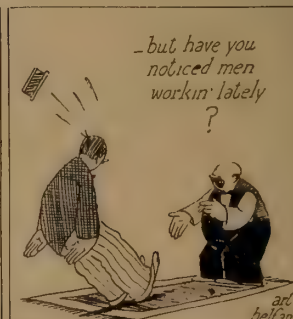
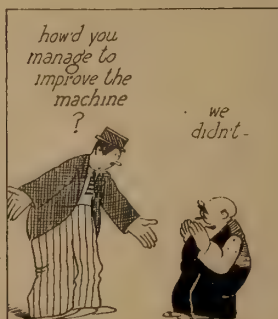
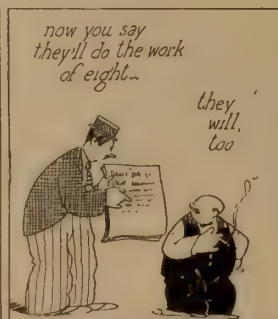
TRY THIS SCREEN DOOR AND ACCESSORY WINDOW

Screen Door	Barrel Door Bolts
Window Screen	Door Holders
Window Screen Frames	Chain Door Fasteners
Roll of wire Cloth	Door Stops
Screen Door Spring Hinges	Wire Cloth Tacks
Screen Door Pulls	Screws, Brads
Screen Door Checks	Screw Drivers
Screen Door Catches	Hammers
Screen Door Springs	Fly Paper
Wire Screen Paint	Fly Traps
Screen Door Paint	Fly Swatters
Paint Brushes	Window Screen Lifts
Bright Wire Hooks & Eyes	Window Screen Hangers
Porcelain Knobs	Window Screen Fasteners
Door Buttons	Window Screen Catches

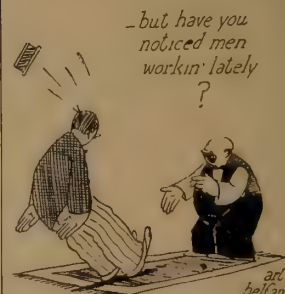
FEATURE THESE GOODS FOR CLEANING LAWN

Lawn Mowers	Oil in Bottles, etc.
Grass Catchers	Oil Stones
Lawn Rakes	Scythe Stones
Garden Barrels	Lawn Mower Sharpeners
Grass Shears	Wrenches
Grass Hooks	Lawn Sprinklers
Scythe and Snath	Sprinkler Cans
Garden Trowels	Garden Hose
Lawn Rollers	Hose Couplings
Mole Traps	Hose Straps and Fasteners
Dandelion Spuds	Hose Clamp Pincers
Hedge Knives	Hose Clamps
Hedge Shears	Hose Menders
Pruning Shears	Hose Nozzles
Pruning Knives	Hose Washers
Oilers	Hose Reels

Dippy Dan



His Figures Seem Correct



—but have you noticed men workin' lately?

art helland

"CLEAN UP" YOUR STOCK

INVENTORY, if thoroughly done, disclosed many items of dead stock in your store. Dozens of articles which cost real money are not paying rent or interest on the investment. Take your loss now and clean them out.

Bring out the bargain tables and display the lines you do not want to keep as regular stock. Make a price on them that will make them move.

Clean up your dead stock—get rid of the profit eaters.

IS MUTUAL INSURANCE SAFE?

The stock fire insurance companies, following their usual methods in attacking mutual companies, have, in their publication named "Insurance", March 1923, issue, made an attack on The Canadian Hardware and Implement Underwriters. Slandorous insinuations are made which they know full well cannot be substantiated.

No direct statements are made but an attempt is made to show that the mutual company's operations are not successful and on that account an agreement made some time ago with the Manitoba Retail Merchants Association has been cancelled!

"The true facts of the case" writes C. L. Cark, manager of the Canadian Hardware and Implement Underwriters, Winnipeg, are that the agreement with the Association provided we would accept insurance from hardwaremen in Manitoba who were members of the Association and in return the Association would confine the services of its insurance department solely to this company as respected the hardware dealers. Owing to a previous connection by the Association with another company it was found that our agreement could not be operated satisfactorily and for that reason and that reason only the agreement was terminated by mutual consent."

"Insurance" also quotes the mutual company's 1921 Canadian experience. This was their first full year in Canada and any business man knows that the first year's expenses are always the greatest. "Let the stock companies, criticise our 1922 experience," continues Mr. Clark, "wherein we wrote \$317,352 in premiums and experienced, in spite of what anyone may tell you to the contrary, a loss ratio of 42% and expense ratio of 20%. Please remember the above is only the Canadian portion of our business. Our entire business last year in Canada and United States was net premiums written of \$4,889,849, with average expense ratio of 18%, and due to selection of risks, average loss ratio of 31%. Hence we are well able to pay 50% dividend to hardware and implement dealers and 40% to garage and blacksmith risks because we actually earned this dividend for these risks. In addition we have a large income from interest on our investments."

How can the stock companies justify their average loss ratio last year of approximately 68% in Canada, and expense ratio of over 40%? Last year the Hartford's entire loss ratio was 50.53%, expense ratio 41.09%; Liverpool, London and Globe (United States branch) loss 60.54%, expense 45.93%; Great American loss 57.25%, expense 43.27%; Home of New York loss 63.88%, expense 38.04%.

The above should remove any doubt relative to our financial strength which may have been gathered from reading the propaganda issued from the stock companies' offices.

"Our policies are accepted as collateral by every bank and wholesale house in Canada. If you want real unbiased opinions regarding our organization we would suggest that you obtain same from a disinterested source—your banker, wholesale supply house, Saturday Night, Financial Post or any other recognized insurance authority whose

decision is not influenced by the question of commissions," concludes Mr. Clark in a statement replying to the attacks made on the mutual organization.

"CLEAN-UP" IN THE KITCHEN

Spring housecleaning time is late this year and women are now going over the house—changing the curtains, and rugs, and having a general "clean up", why not follow up the all-new idea in their minds with a good drive for enameled ware. This is a good time to clean up the kitchen and to go over the kitchen shelves to see what is lacking and what needs replacing. New foods often mean new cooking utensils to prepare them for the table.

Why, when the house is being overhauled from cellar to garret and from garden to closet, is the kitchen so often



"Clean Up" means sales of Kitchen Ware.

overlooked? Because too many housefurnishing departments have missed the logical tie-up of spring cleaning and the renewing of kitchen utensils!

Now, when old things are being retired from service, it is logically the right time to encourage women to buy new kitchenware. When cleaning up and painting up are in full swing, what is more appropriate than a drive to brighten up the kitchen with new enameled ware pots and pans?

RUSH SALES OF OIL STOVES NOW

Right now is a good time to put forth special effort toward enlarging the volume of your sales of oil cooking stoves for home and camping purposes.

Sit down and make a mental review of your methods of selling oil stoves.

Study the advantages of oil stoves in the manufacturers' literature and in the facts of your own experience.

Inasmuch as none of us is perfect, you will find some weak spots in your selling arguments.

Devote some of your time to strengthening your forces of salesmanship with regard to oil stoves.

The season for camping, fishing, and motor outing has already started, and there is plenty of business to be had in the sale of camp stoves of various types, with or without oil burners.

When you have made the improvements suggested by such an analysis, then get up a new set of oil stove advertisements and word them in the same way in which you talk.

Go out after more business along this line.

Electrical Equipment In Hardware Stores

Every Appliance Sold Should be Demonstrated, Installed and Serviced—
An Electrical Room or Department will Make Sales.

Written by ALICE CARROLL, of the Society of Electrical Development, for "Hardware and Accessories"

INTENSIFIED home building programs in all sections of the country are largely responsible for the enormous and growing demand for electrical household equipment and the hardware dealer is naturally coming in for a generous share of this business.

Electrical equipment, however, unlike most merchandise carried in the hardware store, requires expert salesmanship and a reasonable amount of service, especially since women are almost always the buyers and users of this equipment.

The average woman is not naturally mechanically minded and though she is keenly interested in devices which will save her time and energy, she rarely understands these devices from the technical or mechanical standpoint. She is only interested in what the appliance will do—not why or how it does it.

Take a vacuum cleaner for instance. It is of little use to explain to a woman the number of R. P. M. it operates at or how much suction it develops, and any reference to terminals, binding posts or details of construction are almost entirely a waste of time. Corn starch sprinkled on a brand new rug may afford a very imposing and spectacular demonstration from the dealer's standpoint but a housekeeper would far rather see a cleaner pick up threads and lint or the kind of dirt her children track in every day after school.

Likewise, when selecting a washing machine, she does not care whether it is a dolly type, a vacuum cup or an oscillating cylinder so long as it washes her clothes clean in less time with less energy; does not take up too much room in her kitchen or laundry and is not too hard to keep clean.

The woman who kept her washing machine running all day without any soap or water and then wondered why her clothes were not clean may not be representative of the average woman but her attitude of mind toward mechanical or electrical devices is more or less characteristic of that of all women.

An appliance salesman, therefore, to be really successful has need of broad and specialized knowledge. He should not only lend assistance to the housewife in the selection of her electrical equipment but also in its installation, care and operation—at least until she has familiarized herself with all she needs to know about it.

When selling tin ware, crockery or clothes line the hardware merchant's responsibility usually ends as soon as the goods are wrapped up and delivered to the customer but with every sale of motor driven or mechanical devices he must be willing to render a fair amount of service.

Most dealers are sensitive on the question of service—not because housewives expect so much but because they get so little. Yet there is little advantage in selling a woman a washing machine if she does not know how to install and operate it properly, nor a vacuum cleaner unless she understands and appreciates all its attachments. No matter what the potential efficiency of a device may be, its actual efficiency depends upon the manner in which it is operated and this is largely a matter of education on the part of the appliance salesman.

Every electrical appliance should be so completely and thoroughly demonstrated that the idea of "doing it electrically" is sold along with the device and this is best accomplished by selling in the "home atmosphere." A portion of store or show room fitted up as laundry, kitchen and living room with the appliances installed and in daily operation is sure to increase appliance sales, at the same time affording an opportunity for such thorough demonstration that service requirements are minimized.

It has been conclusively proven that the ideal way to sell an electric sewing machine is to invite the housewife to bring her sewing down to the store and operate an electric for a few hours. A curling iron, vibrator or violet ray outfit is much easier to sell if the customer is shown into a secluded portion of the store fitted up with wicker furniture, cretonne cushions and a well appointed dressing table where she can try out the device without embarrassment.

Waffle irons, toasters, grills and percolators are much more readily sold if actual cooking demonstrations are conducted in the store and the housewife invited to connect, disconnect and operate the appliances herself.

The hardware dealer who recognizes this need for specialized salesmanship where electrical household equipment is concerned and who is willing to establish and live up to a definite service policy will find the sale of electrical merchandise especially profitable just at this time.

It is conservatively estimated that a billion dollars will be spent in home building during the current year and while it is difficult to estimate just how much of this will be spent in electrical household appliances, the amount is sure to represent generous profits for the hardware merchant who is willing to render a fair amount of service with the sale of each appliance.

BIG MARKET FOR VACUUM CLEANERS

Of the 4,000,000 electric cleaners in use in the United States and Canada on Jan. 1, 1922, approximately 2,200,000 of them were sold during the preceding three years. Already the users of the antiquated models are beginning to take a lively interest in the improved machines being offered by the various manufacturers today. Their old models are sure to be traded in on the new ones, so the market represented by 1,800,000 users can be counted on to absorb a good percent of each year's production from now on. As years slip by, that market will become more and more a factor in the current year's sale. It must not be overlooked as it is too big, and too full of possibilities.

Incidentally, it would be a wonderful market to "play" to along with the virgin territory represented by the new resident meter connections.

The above statistics establish the fact that the cleaner industry has before it a brilliant future. The public is fast becoming acquainted with the fact that there is no substitute for the vacuum cleaner, and as that idea becomes more and more embedded in the minds of the women, the more solid will become the foundation upon which the cleaner industry is built.

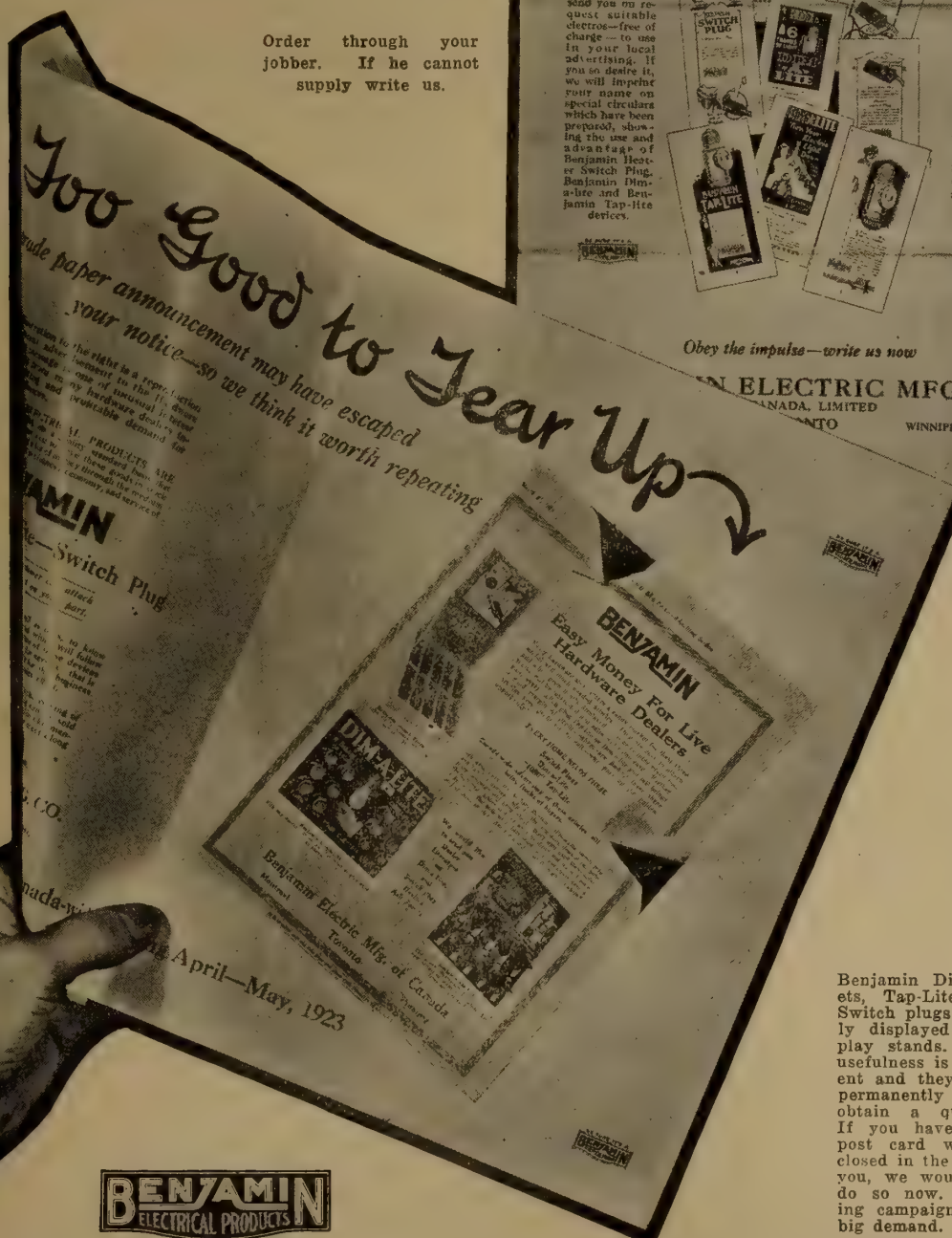
DEALERS KEEN for MORE BUSINESS

—Benjamin Electrical Devices Open Up a Quick Profitable Market with Big Sales and Little Effort.

Every Hardware Dealer in Canada has had mailed to him during the past week a four-page broadside giving in detail our sales promotion plans on *Benjamin Dim-a-Lite Sockets*, *Benjamin Tap-Lite Sockets* and *Benjamin Switch Plugs*—three lines of electrical devices needed in every home and quickly attached by anyone.

Order through your jobber. If he cannot supply write us.

Every customer is a prospect for Benjamin Dim-a-Lite Sockets, Benjamin Tap-Lite Sockets, Benjamin Switch Plugs. Go after the business.



BENJAMIN
ELECTRICAL PRODUCTS

BENJAMIN ELECTRIC MFG. CO. of CANADA

Montreal

LIMITED
TORONTO

Winnipeg

Leading Papers from Coast to Coast will tell Readers of
Benjamin Electrical Devices

We will gladly send you on request suitable electrores—free of charge—to use in your local advertising. If you so desire it, we will imprint your name on special circulars which have been prepared, showing the use and advantage of Benjamin Heater Switch Plug, Benjamin Dim-a-Lite and Benjamin Tap-Lite devices.

All the leading dailies will feature Benjamin Heater Switch Plug, Benjamin Tap-Lite and Benjamin Dim-a-Lite appliances during the next two months. If you cannot buy these devices through your jobber, write to us direct and we will have your request promptly attended to.

Obey the impulse—write us now

BENJAMIN ELECTRIC MFG. CO.
CANADA, LIMITED
TORONTO WINNIPEG

**Benjamin
Electrical
Devices
Sell Easily**

Benjamin Dim-a-Lite Sockets, Tap-Lite Sockets and Switch plugs are attractively displayed on color display stands. Their great usefulness is quickly apparent and they need only be permanently displayed to obtain a quick turnover. If you have not returned post card which was enclosed in the broadside sent you, we would ask you to do so now. Our advertising campaign is creating a big demand.

ELECTRICAL LINES ARE PROFITABLE

FOLLOWING the discussion at the Ontario Retail Hardware Convention the following from a hardware dealer in a Western town is interesting:

"We find the Electrical Goods line very profitable and it is getting to be larger every year especially in country towns like ours, where the farmers are all getting lighting plants of their own, or else connecting up with the Hydro Electric lines out from the towns and cities.

"We have been handling the Delco light plant ever since it was put on the market and have something over one hundred plants in our country, and have had very good success with them; only occasionally where you have a party that does not give his plant the attention he should; and it is just like any other piece of machinery or automobile, as it has got to have good care as it will not run without oil and gasoline.

"We do not have an electrical department outside of the wireman, as all of the appliances are carried in the hardware store along with other lines, and are demonstrated and shown by clerks who are instructed how to use them.

"We try to give service on anything that needs it, such as electric sad irons and vacuum cleaners, as we can repair most anything in that line that is brought in. The sad iron gives us the most trouble of anything in the line as they have not got them perfected as yet.

"We buy most of our electrical goods through the electrical jobber as he has a better price as a rule than the hardware jobber and is also better on service, especially if you have anything to send back for repair or adjustment.

"There is considerable national advertising going on, but have never as yet found where it has done us a great deal of good. If the manufacturer would put some of this money in the price of goods and quality, they would sell better and would help the dealer more, as the merchant that does plenty of home advertising and gives service as well as a square deal, can sell most any make of goods, whether it is nationally advertised or not, and we are not strong for it.

"We do not have an electrical store in our town, but the Hydro Electric Company have recently put in a stock of goods, and both plumbing shops some. That is what takes the joy out after you get anything going; every firm in town puts in different electrical goods such as reading lamps, toasters, grills, percolators and irons and such—but such is life and so far we are getting our share and more—we think."

ELECTRICAL HELPS FOR HOUSE CLEANING

A good window display of vacuum cleaners would sell them now, for the housewife is in the mood to appreciate their value. Whenever it is possible a demonstration inside is of the greatest possible help. It makes the attraction of the window actual and definite. When it is not possible to have the demonstration, the next best thing is to have a cleaner on a table with the different nozzles and descriptive cards. There is all the difference in the world from the woman's standpoint between actually seeing and handling for herself, and in being shown the same things over the counter. She is going to use those things, to handle them; and however it may be with men, the suggestion of doing so is a strong inducement to purchase to a woman.

Modern household appliances are so highly specialized that they never step on each others heels. Each one does its own work and is the strongest possible selling talk for the sale of the others.

In the case of the vacuum cleaner, for example, the woman who buys one may be very easily convinced of the equal advantage of a washing machine, because it will do its part in the renovation of washable draperies, bed spreads, fancy linen bureau covers, guest towels, etc., and make the spring renovation complete. It is logical to tell her that she needs it to work with the vacuum cleaner.

It would not be just to say that the washing machine stood ahead of other household appliances in efficiency, but it has certainly made a strenuous and successful effort to meet the most extreme conditions; witness the laundry size machine and the diminutive model for use in the wash basin.

Spring cleaning, as in the regular household work, will always demand the two methods of dry and water cleansing, and the vacuum cleaner and the washing machine afford one of the best examples of team work. Sell one and it opens the door of possibility for selling the other. Show the housewife how she can make her heavy draperies and upholstered furniture look bright and clean with the vacuum cleaner, and she will be very receptive to hearing how she can make all the washable things live up to them by means of the washing machine.

YOUR GREAT UNTOUCHED MARKET

A well-known electrical publication gives some facts in reference to the relative number of electrical appliances of each kind now in use in one thousand average wired homes—in your town, or any town, where average conditions prevail.

Practically every one of these items mentioned can logically be sold in the house furnishing sections of department, furniture and hardware stores.

Doesn't this business look like real money and real profits? However, it is going to take some house-to-house canvassing and real selling to reach this untouched market.

Of every 1,000 residence users of electricity, 112 have toasters; 888 have none.

Of every 1,000 residence users of electricity, 295 have clothes washers; 705 have none.

Of every 1,000 residence users of electricity, 12 have ironing machines, 988 have none.

Of every 1,000 residence users of electricity, 360 have vacuum cleaners; 640 have none.

Of every 1,000 residence users of electricity 53 have percolators; 947 have none.

Of every 1,000 residence users of electricity, 130 have air heaters; 870 have none.

Of every 1,000 residence users of electricity, 48 have electric sewing machines; 952 have none.

Of every 1,000 residence users of electricity, 11 have dishwashers, 989 have none.

Of every 1,000 residence users of electricity, 360 have fans; 640 have none.

Of every 1,000 residence users of electricity, 250 have Christmas tree outfits; 750 have none.

Of every 1,000 residence users of electricity, 6 have electric refrigerators; 994 have none.

Of every 1,000 residence users of electricity, 125 have bell-ringing transformers; 875 have none.

Of every 1,000 residence users of electricity, 720 have electric irons; 280 have none.

Of every 1,000 residence users of electricity, 16 have electric ranges; 984 have none.

Make an analysis in your own community and see just how big your market really is.

Plumbers! Pump Dealers! *You've Waited for This!*

HERE'S a line of electric pumps for both deep and shallow wells that will now let you go out and meet the requirements of every prospect. You don't need to miss a single sale. There are 26 different styles and sizes.

These pumps are made by Delco-Light—they are made to Delco-Light standards of quality. They are sturdy and dependable. For 32 or 110-volt D. C. or 110 and 220-volt A. C. service. Large or small capacity. Automatic. Simple in design. Easily installed. Low priced. You've been waiting for a complete line of electric pumps like this!

If you want to get the whole Delco-Light proposition on handling this profitable line, write immediately to your nearest Delco-Light distributor. He has a stock that will assuredly interest you—from a point of dollars in your pocket. Write today—while you have it in mind.

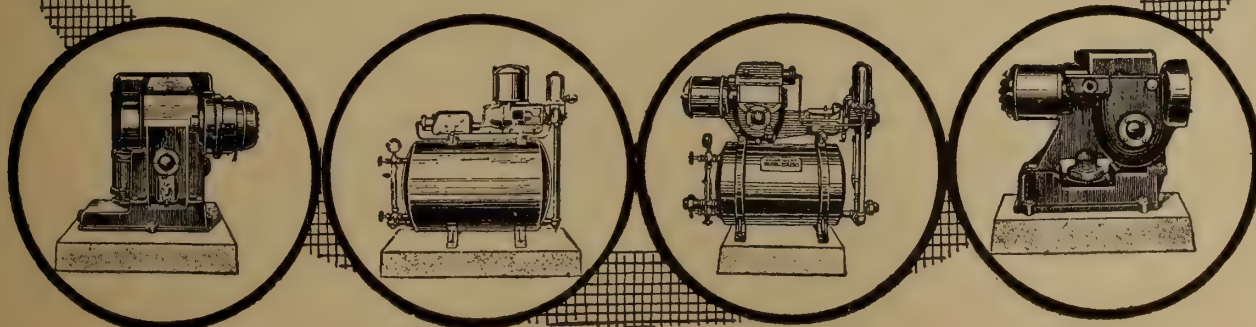
Delco-Light Co. of Canada, Limited
Toronto, Ontario

Electrical Systems Limited
173 King Street East - Toronto, Ontario

DELCO-LIGHT

Water Systems

For Country and City Homes



How to Sell Electric Fans

Methods to Assist Hardware Dealers in Cashing in
on Sale of Electric Fans.

By C. H. BROOKS

THE fan season will soon be in full swing and this suggests the timeliness of bringing to the attention of Hardware Dealers and others interested in the increased sale and use of electric fans, methods for developing these varied uses and bringing them to the attention of the public.

The general public is scarcely acquainted with any other use of the electric fan aside from cooling in summer, other uses evidently can be brought to its attention only by a wide educational publicity campaign.

If the attention of the prospect is called to the fact that a fan purchase is an investment not only for the comfort of a few days or weeks, but for substantial all-year-around utility, the hesitancy at making the purchase will vanish. If in addition it is shown that discomfort means inefficiency not only on hot, sultry days but also on rainy inclement days when there is no movement of the oppressive air indoors, furthermore that the fan can be used very advantageously to aid drying, blowing away of bad odors, facilitate heating of a room, increasing the display value of a store window, etc., the prospect will quickly realize that the fan is not merely a hot weather luxury but a device for general utility at all seasons of the year.

Advertising specialist agree that effective of advertising is greatest when it is timely. For this reason the general advertising of electric fans has been confined almost exclusively to late spring and summer and only the cooling breeze of the fan have been featured. The timely advertising just now should be, as before, special featuring of the cooling effect of the fan but not entirely neglecting other uses for the reasons already referred to.

An effective and clever way of doing this to have the center of the "ad" depict a scene showing a fan promoting comfort and efficiency on a hot day, and surround this by a number of small sketches forming a border of scenes, each showing other uses of the fan at various times of the year. Among such scenes may be, say, a dozen arranged according to the months of the year as follows:

May—Ventilating a "movie" theatre by oscillators along the side walls.

June—Blowing fresh air into a bedroom on a windless night.

July—Blowing "Union Jack" in store window.

August—Drying photographic prints.

September—Drying fruits and vegetables instead of ordinary canning and preserving.

October—Blowing odors and smoke through kitchen transom.

November—Drying clothes on a rainy day.

December—Circulating hot air from the furnace on windy days.

January—Warming a room quickly by blowing air against the steam radiator.

February—Preventing frost from forming on store windows.

March—Humidifying the room by blowing air over a pan of water with wicks or blotting paper extending over its edges.

April—Stirring the air in an office on a damp day.

Some such arrangement gotten up by a skilled advertising man will tell a very forceful message in pictures almost without words. It will show at a glance that the fan purchased for summer-time comfort will be of service for a

variety of purposes throughout the year, so that the investment will bring continual returns and should be made forthwith.

Another means of giving publicity to the utility of the fan that should not be overlooked is by means of little booklets preferably prepared by the fan manufacturers for distribution by their local dealers. Such booklets may well give pointers on how to use the fan most effectively for cooling, and also give illustrated suggestions on a variety of other uses. Many booklets have been prepared by fan manufacturers for distribution among purchasers.

Increasing Use of the Fan

The Hardware dealer, being the man who comes into close contact with the purchaser, can and should play an important part in promoting better and wider use of the fan. In the first place, he should be in position to render maximum service to the buyer through intelligent and fair advice as to the type and size of fan that should be bought. A few simple questions will disclose where and for what purpose the fan is intended to be used. The dealer should then be in a position to state whether a stationary or oscillating fan will serve best for the purpose and what size it should be.

It is contended by some that the dealer's province is to sell only that which he is asked for and not to offer something else. This is splendid policy when the purchaser knows very definitely all about the article and just what he wants it for. Even then he will not resent advice that will clearly give him better service from his purchase, and certainly the purchaser who is not familiar with the article he is buying will be glad to receive all the unbiased advice he can get. The dealer will usually show by his attitude whether he is trying to give added service by the advice he gives or whether he is trying to sell a more expensive or obsolete model instead of one that is sought. An intelligent dealer will not run the risk of making his customer dissatisfied when by tactful and proper advice he can make him one of the best props of his business—a satisfied customer one who will appreciate intelligent suggestions on electrical purchases and will come back for many other purchases.

To make his remarks on other uses of the fan more effective, the dealer can easily rig up some simple demonstrations. For instance, the drying effect can be shown by blowing the breeze from a fan against a damp handkerchief or cloth, arranged on a small rack. This will impress the women folks who appreciate aid in quickly washing and drying gloves, handkerchiefs, collars, and other small apparel. One bright dealer showed the drying effect very simply when a prospective purchaser happened to come to the store while the floor was being mopped. He placed a 12-inch fan on a folded newspaper on the floor and it was found that the part of the floor over which the breeze was blown dried over twice as rapidly as the remaining portion. Larger demonstrations of drying clothes can be shown in connection with an electric washer demonstration. The advertising value of the fan can be shown to merchants by blowing flags, streamers or balloons in the store window.

With a little thought and ingenuity the dealer can not only make his fan display in the store window so attractive as to bring the passerby into his store, but having once entered he can interest them in the varied uses of the fan so as to increase to a large extent his sales of fans over what they would be if no effort were made to advocate any other use but cooling during hot weather. That this is a very timely means of preventing stagnation in fan business, if the season should turn out to be rather cool, and because of the thrift movement that is sweeping the country, has been declared by several dealers who have given thought to the problem.



16-inch Oscillating Fan

**Investigate Westinghouse
Fans. You will like them.**



12-inch Desk and Bracket Fan

LAST CALL TO PLACE YOUR FAN ORDERS

The fan season is almost here and progressive hardware dealers are making plans to get the maximum from sale of Westinghouse electric fans. We strongly urge hardware dealers to no longer delay placing their order for fans. Do not get caught with the shortage experienced last year. Be sure to have your supply on hand to meet the demand.

Westinghouse Fans have proven their merit under all conditions and hardwaremen who have been featuring this line have found it a big business builder.

You too, can cash in on the fan business by featuring Westinghouse fans in an aggressive manner. Write our nearest office today.



Canadian Westinghouse Co., Limited Hamilton — Ontario

MONTREAL, 285 Beaver Hall Hill
FT. WILLIAM, Cuthbertson Block
VANCOUVER, Bank of Nova Scotia Bldg.
EDMONTON, 211 McLeod Bldg.

TORONTO, Bank of Hamilton Bldg.
HALIFAX, 105 Hollis St.
CALGARY, Canada Life Bldg.
OTTAWA, Ahearn & Soper, Ltd.
WINNIPEG, 158 Portage Ave. E.



12-inch Oscillating Fan

Westinghouse

Paint and Varnish Trades

Sells Paint At 20 Below Zero

Winnipeg Dealer Gives Credit to "Save the Surface"
Advertising for Increased Paint Sales.

To sell paint at 20 below zero would seem to be a "hot air" story, but that is what F. S. Keller, 1407 Main Street, Winnipeg, did recently.

Mr. Keller sells Moore's paints and Muresco and makes it a practice to put in a paint window at least every other week. The first paint window put in this year was during one of the spells of zero weather in January and the thermometer registered 20 below: "One hour after we put in the trim it sold a gallon of paint," said Mr. Keller to **HARDWARE AND ACCESSORIES**. "This is proof conclusive that paint can be sold any season of the year if called to the attention of the public.

"We believe the 'Save the Surface' campaign should come in for a share of credit for paint sales, as the consistent manner in which this campaign is advertised cannot help increasing the sale of paint.

"Last year we delivered some 2,000 circulars with color cards, to the homes in our community, taking trouble to see, as nearly as possible, that a color card suitable to the requirements of paint, in each particular home, was left. For example, at a brick residence we left inside decorating cards, and at frame homes, inside and outside color cards.

"We have had wonderful success in selling paint," continued Mr. Keller, "and attribute this success to the quality of paint the manufacturer is supplying us with, and to our policy of trying to gain knowledge of the goods we are endeavoring to sell and explain in detail to the purchaser the correct way to apply paint, always learning from the customer, before selling, what the paint is to be used for. By so doing we save our customer much inconvenience and expense, and by aiding them to a right start we gain their confidence and they return if paint is again required.

"We have a very good business in brushes and always try to sell a customer a brush suitable for the application of paint he has purchased. It is a well known fact that a good paint and a poor brush give very unsatisfactory results."

Mr. Keller has one of the most distinctive paint departments in any store of its size in Western Canada. The department runs from the front entrance down the entire right hand side of the store, a distance of 60 feet. The shelves are uniform containing from gallon cans to half pints and a customer is attracted immediately to the paint display on entering the store. There are no counters to obstruct the view and buyers have access to the shelves.

In the accompanying illustration one corner of the paint department is shown. Above the shelves of paint cutouts and display cards are used for decorative

effect while even the base of the small parcel counter is brought into service to display to advantage two panels showing brushes and a set of color boards.

Customers entering the store cannot but be impressed with the large stock of paint displayed, a feeling of confidence being at once established which goes far towards making a sale and winning repeat orders.

Mr. Keller was for a number of years with Latham's Hardware store at Moose Jaw, Sask., before moving to Winnipeg a couple of years ago.

DISPLAY BRUSHES WITH PAINT

The sale of brushes follows the sale of paint. If you are planning a special sale on household enamels, see that your assortment of small varnish brushes is such as to fill the requirements.

If your sale is on calcimines and water paints, arrange your display of calcimine brushes so that they will sell with that material.

If you are making a special of house paints, a larger line should be neatly displayed; wall brushes, ovals and rounds, sash tools, dust brushes.

It is an easy matter to find out from your painters the kind of brushes they like to use and then order your stock accordingly.

On brushes for the application of specialties, your stock should be based on the kind of goods carried, in such an assortment as to be able to satisfy all ordinary requirements.

And above all things, keep your stock sorted, clean and up-to-date.

Dodging work is the hardest work of all, and yields the poorest returns.



Paint Department in F. S. Keller's Hardware Store, Main Street, Winnipeg, Man.



SERVICE



CONFIDENCE



FAIR DEALING

An Appreciation

A VERY large and well known manufacturer who prides himself on the exclusive and superior nature of the article he sells, and who is one of the largest National Advertisers on the Continent, recently gave the following instruction to his Sales Staff:—

“Whenever you go into a town where we are not represented, look for Lowe Brothers Paint Agency Sign. When you find it, there also you will find the best and most progressive Agent in that town.”

Such is the reputation we enjoy for Quality—Exclusiveness—and selective representation.



Lowe Brothers

PAINTS AND VARNISHES

SAVE THE SURFACE AND YOU SAVE ALL.

MADE IN CANADA

Toronto Gets Next Year's Convention

Executive of Ontario Retail Hardware Association Appoints Committee to Arrange for 1924 Convention.

The Executive Committee of the Ontario Retail Hardware Association have decided to hold the next convention at Toronto, providing arrangements can be made to secure the Armouries for a hardware exhibition. The convention will be held during the week of February 11, 1924. Arrangements are left to the committee composed of Messrs. Joy, May, Caslor and Secretary Macpherson.

Secretary Macpherson reported a balance on hand of \$1,665 with paid up membership for 1923 standing at 544. The number of price books subscribed for to date is 570 of whom 520 are still subscribing for the service.

From the total of buyers cards filed at the recent convention and the information given by Exhibitors, large numbers of orders had been placed without cards. Secretary Macpherson estimated the total purchases at not less than \$125,000. This showing is gratifying as the taking of orders is not the object of the Exhibitors.

The awards for the largest amount purchased were as follows:

1. Walker Hardware, Belleville, \$13,726.71 (\$25 prize); 2. St. Marys Hdwe. St. Marys, 3,837.77 (\$15 prize); 3. Barton & Fisher, Port Arthur, 3,231.44 (\$10 prize).

For goods purchased from largest number of exhibitors the awards were:

1. S. R. Peart, Rockwood, 25 purchases (\$25 prize); 2. A. M. Oldham Weston, 20 purchases (\$15 prize); 3. W. A. Rankin Ltd., Ottawa, Clements & Co., Milton, and D. Mistelet Rodney, tied with 14 purchases (\$10 prize each).

MANY "PAINT UP" CAMPAIGNS

Winnipeg and Calgary are carrying on "Clean Up and Paint Up" campaigns covering from two to three months this spring. In Winnipeg, under the chairmanship of E. H. Chapman, an eight weeks campaign began on April 28, the Board of Trade and other organizations co-operating. The Calgary Paint Club has taken the lead in that city and a newspaper advertising campaign will be carried on for three months.

In Edmonton, Montreal, London, Brantford, Hamilton and other cities the local dealers and Master painters are co-operating in similar campaigns.

The campaign planned to be held at Toronto the week of May 8 has been abandoned. Plans had been completed, with the co-operation of the Toronto Retail Hardware and Paint Club and the Paint, Oil and Varnish Club, to spend \$3,500 in advertising, \$1,000 of which was to be raised by the hardware dealers subscribing \$5 each. Only \$530 was raised, however, and it was felt that it would be unfair to allow half the dealers to contribute, while others not assisting would obtain the same benefits from the publicity.

The paint manufacturers were disappointed at the failure of the retailers to contribute unitedly for such a worthy object and pointed out that the "Clean Up" campaign was calculated to sell lawn hose, mowers, garden tools, flowers, seeds, soaps, cleansers, and numerous other hardware lines.

Paint, in the plans of the campaign, was but incidentally mentioned, the ultimate purpose being to promote health, thrift, beauty, home-life, the community spirit and business. And the advertisements mentioned specifically the various commodities sold by the hardware stores which

could be used in cleaning up, painting up, or otherwise repairing or beautifying the home.

In calling off the campaign the hope was expressed that Toronto retail merchants will in 1924 so regard the "Clean Up and Paint Up" Campaign that they will, without the necessity of insistent solicitations, seek the co-operation of the paint manufacturers in arranging a joint campaign.

CLEAN UP AND PAINT UP

By Walt Mason

As I've often said before, you should toddle to the store, if your Stand-off's not too faint, and invest in yellow paint; then embellish house and barn, till the neighbors say, "By darn! What a lovely, gorgeous hue! We must get to painting, too!" That's the way great movements start; some wise gent with hero heart starts the pace, and then the guys follow where his pathway lies. If with glad and joyous whoop you should paint your chicken coop, red or yellow, pink or grey, you will see the neighbors jay to the nearest paint store rush, there to buy some paint, a brush; and next day you'll see that chump putting green stripes on his pump and he'll give a coat of blue to the fence and clothesline, too. In the spring Dame Nature tries to astonish human eyes, spreading on the colours thick; everything is span and spick; fields of green and skies of blue; everywhere a pleasant hue. And her sunlight often falls on our grey and dingy walls, and it makes her sick and faint, that we don't indulge in paint. Buy a gallon can right now! Paint the sidewalk and cow, paint the house and paint the shed, paint things yellow, paint them hed!

BRANTFORD'S "CLEAN UP" CAMPAIGN

A "clean up" campaign in Brantford arranged with the co-operation of representatives of the civic department and the Chamber of Commerce was a decided success. Ald. J. D. Ansell, chairman of the board of health was appointed chairman of the committee.

W. C. Glover, of the sanitary department, and E. E. C. Kilmer, inspector of schools, also co-operated, prizes being offered for the best "clean up" posters submitted by school children.

J. M. Shuttleworth of the Boy Scouts, and Mrs. W. C. Tilley, representing the Local Council of Women, also had their organizations in an effort to make Brantford a "Spotless" town.

To make for a systematic effort, the following daily program was arranged:

Monday, April 30.—Tire prevention day. Clean basement and attics of rubbish, rags, waste paper, etc. Swat the fly.

Tuesday, May 1.—Front yard day. Clean lawns, walks and gutters. Prepare flower beds for seed planting. Plant a tree. Swat the fly.

Wednesday, May 2.—Dandelion and flower bed day. Dig out dandelions, exchange plants, plant flower beds and trim shrubbery. Swat the fly.

Thursday, May 3.—Paint day. Paint and brighten up inside and out, porches, fences, woodwork, screens and porch chairs. Swat the fly.

Friday, May 4.—Back yard day. Clean alleys, repair fences and sheds, screen garbage cans, put fly-traps on garbage cans. Put up screens. Prepare and plant gardens. Swat the fly.

Saturday, May 5.—Vacant lot day. Plow and plant garden plots wherever possible. Assure a good supply of vegetables. The fewer weeds, the more vegetables. Swat the fly.

BOECKH'S BRUSH NEWS



Combating the Activities of the House Canvasser!

An excellent way of combating the activities of the house-to-house brush canvasser is to keep your Boeckh's Household Brushes attractively displayed—where your customers can see them. Let the housewives in your locality see that you carry a full range of household brushes unexcelled in quality. Educate her to the idea that she can buy from you any brush she could ever want at a lower price than the house-to-house man can sell at.

And an excellent way of telling them is by using Boeckh's Household Brush Display Board. This board measures 3 feet by 4 feet in size, large enough to enable you to show a well assorted line of Boeckh's Household Brushes—with their prices! It is strongly made, is a good eye-catcher, is covered in denim, and is easily cleaned. It makes an attractive display, and one that merchants all over the country are finding very profitable. And what this board is selling for other merchants, it will sell for you. Ask our traveller about this profit-bringing board, or write us about it to-day.

The Boeckh Company, Ltd.

Toronto

Canada



Makers of Everything in Good Brushes Since 1856.

Outfit the Boys Club With Sporting Goods

Ralph Evans in "Good Hardware" tells How One Dealer Secured Business Intended for Mail Order House—Ideas that Have Increased Sales of Sporting Goods.

WAITING at the post office for the mail to be sorted, a hardware man watched a boy unlock his father's mail box and take out a large catalogue. Tearing off the envelope, the boy exposed the cover of a mail order sporting goods book. He was the son of a well-known business man in the city.

"Going hunting," the merchant asked the boy, just to open a conversation in regard to the catalogue and its use.

"No, sir. Some of us fellows are getting basketball suits. Wanted to see what they'd cost us. No place here to get them."

"Wait a minute and walk over to the store with me. I've got a catalogue from the ——— people, and I think one from the ——— company. You know their stuff, I reckon?"

"Yes, that's about the best there is. I'll be glad to come over."

And the two of them looked over the catalogues which the merchant dug from a drawer of his desk. That evening after school the boys brought in three other fellows and they went over the line and got the prices. The following Friday evening there was a complete order placed for the outfits—an order that might have gone away unnoticed. But that was not all.

With the goods that came were included a number of small books of sporting goods advertising prepared for the consumer to read. Between his son and his salesmen, the merchant secured the names of the teachers in four country schools—schools in inland districts that were eager to follow the city school. To each of these teachers went a special letter with the booklet enclosed:

Dear Mr. ———

It will soon be time to plan your spring athletics. The boys in our local schools are already getting busy. It has been our pleasure to help these boys fit themselves out with athletic clothing and equipment. We believe that we saved them money by encouraging them to order cooperatively.

Some Saturday when you or some of the boys are in town, it will be of help to them for us to show our large and complete catalogues and quote prices. Then an order can be made up which will get a discount from what they would pay if they bought individually.

You can get an idea of the line we furnish by looking through the R——catalogue enclosed.

Yours very truly,

TRAYER HARDWARE CO.

This and other follow-up work brought in the representatives of the schools, many of whom would have otherwise purchased from mail order concerns.

In another store there is an enterprising young salesman who is bringing a big share of the local sporting goods business to his employers. He is a baseball player and manager of the local team. This necessitates his being away from the store one evening a week during the season aside from the days of the ball games.

This is not time lost, however. It is spent in getting baseball goods business and business in many other lines such as fishing tackle, hunting goods, sports wear, golf outfits and other articles that these same people need in the regular hardware line.

Golf is a game which has spread rapidly to the smaller communities of recent years and one hardware man who, two years ago did not know one club from another, has made his store the Mecca for golfers in his town. He did this by turning over one corner of his place into a golf department where devotees of the game can demonstrate swings, swap golf stories and lie about their scores. This dealer has acquired a stock and a reputation.

In order to interest boys in baseball, a hardware man who was a good sport offered a prize cup to the champion team of his city. The local league was made up of a team from a factory, one from a school, three from schools and one consisting of local salesmen. Announcements and results were posted regularly in this dealer's window. The prize cup was displayed toward the end of the season along with the uniforms selected by the boys. This stunt built up a great following among the young fellows.

Summer bicycle races started trade moving in the sporting goods department of one firm. A number of prizes were offered, all merchandise needed by the cyclist. Several hundred followers of the boys attended the races and considerable newspaper space was used to spread the news of the events. Many sales of bicycles resulted but the best part of the campaign was that the boys got the habit of coming to that store for their accessories.

Anglers like to patronize a store because the man behind the counter knows fish and when the season is on he is posted to give reliable information as to which locations are best and what is the right kind of bait to use.

In general, any sporting goods department seems to do a good business, if it has a corner or room of its own—the kind of place where patrons can drop in and make themselves at home. They usually end up by finding something they need to buy.

FISHING CONTESTS ARE POPULAR

Fuller's Hardware, located near several lakes where there is good fishing, has conducted a fishing contest for several years. Early each spring Mr. Fuller advertises through the newspapers and by means of circulars:

Fuller's Hardware Fifth Annual
FISHING CONTEST

season of 1923

opens May 15th, 1923

closes September 15th, 1923

"\$200 worth of fishing tackle given away absolutely free as prizes."

The circular announces: There are no strings or conditions of any kind attached to this contest: Anyone, anywhere may bring into our store between the above mentioned dates the fish they wish to enter. Give us your name, tackle used, state where caught, and after being weighed and displayed on ice in our store for one day your fish are entered. (After being displayed, fish will be returned to person entering same.) An official receipt will be given for every fish entered. Take the receipt home with you and prove your fish stories."



CORD and FABRIC

All Styles—All Sizes

DUNLOP

**Coast-to-Coast
Popularity is Due to:**

The Quality in the Tire.

The Service That Goes
With The Tire.

The Mileage That Results
From The Tire.

"The more sales you expose yourself to, the more sales you will make."—Printer's Ink.

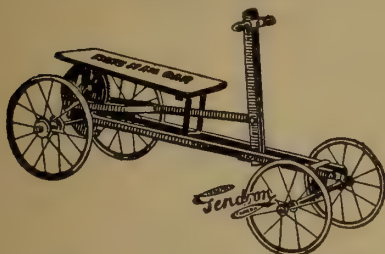
By Keeping

A

TORONTO
Gendron
CANADA

**No. 24 or 28
ROWING WAGGON**

constantly on display you will
expose yourself to many profit-
able and satisfying sales.



Here's an avenue to increased
profits! Expose yourself.

The Gendron Mfg. Co., Limited
Duchess Street TORONTO

**EXAMINE THE ANTHONY PUMP
AND YOU WILL BUY IT**

It overcomes the
hopeless fault found
in every other pump
by building the valve
of metal—all brass.

There is no leather,
rubber or fibre seat to
rot and wear out—to
leave the pump a limp
—lifeless thing.

Pull an Anthony out
of the tool box to-day
—or two years hence
—and it's ready to end
tire filling jobs quick-
ly and easily.

No other pumps
give service equal to
the Anthony.

Write for Illustrated
Bulletin, Canadian
Dealers' Prices, etc.

**The ANTHONY
COMPANY**
LONG ISLAND CITY, N.Y.



Heating and Metal Working

"Cleaning Up" Furnaces and Cellars

"Ed the Furnace Man", brings business to a Live Dealer who went after Furnace Repair Trade in the Spring—

By FELIX J. KOCH in National Hardware Bulletin.

JUST the other morning there reached us an invitation upon the pale blue letterhead of Hannaford-Peck Co., to 'meet Ed. Hannarcy, the Furnace Man'.

"Dear Friend:" the letter started.

"Meet Ed. Hannarcy, the Furnace Man. Ed's been with us for well onto thirty years. He's the best all-around furnace and heating-plant expert in this section of the country. There are mighty few things he doesn't know about them and their troubles.

"E. gets more real pleasure and enjoyment out of working with heating plants than anyone of whom we know. That's his hobby. Give him a balky furnace, or a puzzling heating problem, and he's happy. And he'll be able to suggest a practical remedy, too!

"In the enclosed booklet Ed. talks a bit about the importance of you having your furnace, or heating plant, cleaned out as soon as you are through using it.

"Every furnace or heating plant, should be cleaned as soon as warm weather arrives. If the soot is allowed to lie in the smoke-pipe for any length of time, corrosion starts and the pipe rusts out from the inside. In nearly every case it is quite a bit cheaper to have a new one put in, or the old one repaired. A small cleaning bill now might save you a larger repair bill later.

"Mail the enclosed card—today!

"Yours very truly,"—and the name.

"P. S.—We want you to extend Ed. an invitation to come out to your home and personally go over your heating problem. You are not obligated in any way, and no work will be done without your specific order!"

The booklet was in the dull steel grey of a neatly painted furnace, and furnace-shape in turn. Down on the ash-pit door there was the usual imprint:

CLEAN OUT ASHES DAILY

Just above this, in larger, heavier lettering, the name of the concern so advertising was done.

Topmost door, however, bore, in a brilliant red ink, instead of the black of the other legends, the admonition to:

OPEN
THE
DOOR AND
MEET

and then on the actual shovel door:

ED
THE
FURNACE
MAN

Turn the cover and you were confronted, on the neat white page succeeding, with a black-and-white pen-and-ink sketch of the jolly, rubicund furnace man, his title on his broad round cap.

Just below his picture he adds:

"I've grown fat worrying over, (and solving), other

persons' heating-problems. It's second nature with me, in fact I like it. Let me work out your's for you!"

You turn the page to meet, in simple, rule-like form, suggestions as to the value of proper and timely cleaning of the home furnace.

The next page finds Ed. cartooned at its base, asking a furnace, with eyes, ears, mouth:

"Poo fella, who's a-been 'a-busin' you?"

Just above this cut Ed. tells us:

"I've been working with furnaces and heating plants of all kinds for the greater part of my life. I've taken them apart and I've put them together. I've repaired them and I've fired them. In all these years I've collected a heap of practical experience.

"Heating-plants are a whole lot like humans; treat them right and they'll do right by you; but mistreat them and they'll sure get even with you.

"My old boss used to say: 'If people would only apply the Golden Rule to their heating plants, they would get many more years of good, faithful service from them.'

"Furnaces are right temperamental critters, like them high-priced singers and movie people. You've sure got to pet them and make the way easy. You want to lead them, don't drive them. When you once get on the right side o your heating plant, you've got a life-long friend.

"Like a lot of things in this life, heating plants are necessary evils. It would be right handy if we could get along without them, but, as how we've got to have them, it's up to us to learn how to live with them. And really it's not such a hard job.

"With their heating plants, a whole lot of people are like the old sinner who was scared of lightning. When one of those snortin' thunderstorms would come up, he'd get down on his knees; but before it had quit raining, he'd forgotten all about his good intentions.

"These people worry along all through the winter with a furnace that needs attention, and figure on getting it fixed in the spring or summer. But on the last cool day of spring they let the fire burn out and leave their furnace chuck-full of ashes and dirt all the summer. Then, on the first chilly morning they wonder why the blamed old thing won't work.

"Now, the right way to do is to have heating plant cleaned and put in A Number 1 condition just as soon as you're through using it. Then she'll be ready when you want to fire up in the fall.

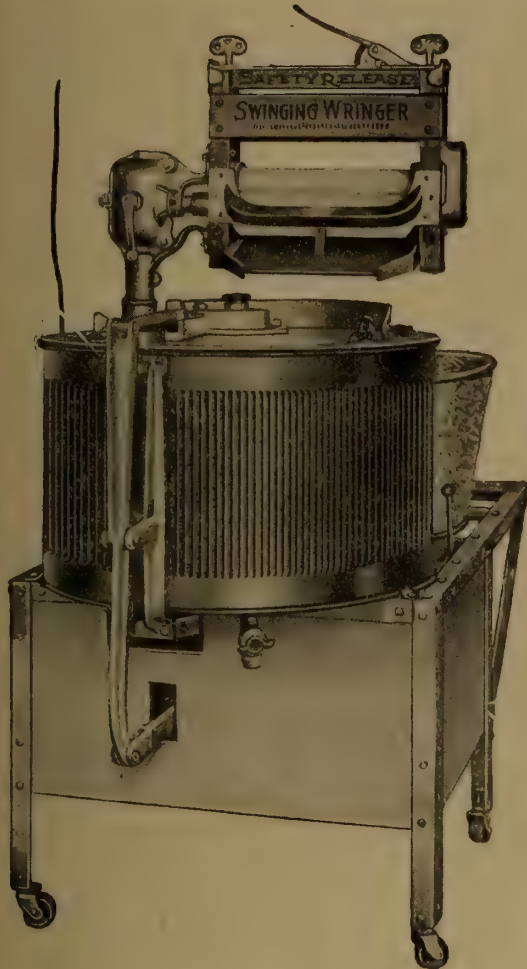
"A lot of the damage to the furnaces and smoke pipes and the cost of repairs comes from leaving them full of soot and dirt through the summer. If this is not cleaned out, the furnace and smoke-pipe will start rusting and first thing you know it will be eaten through. Then, when you fire up in the fall there'll be trouble.

"We people make a specialty of cleaning furnaces! We'll send men out to your home and have them clean out your plant, if you'll say the word. They know just what to do and how to do it."

Along with this cleaning, Ed promised that the men so sent would look over the entire heating system, and give a written report of exact conditions, repairs or changes needed, and a figure as to the cost.

CONNOR

Washing Machines

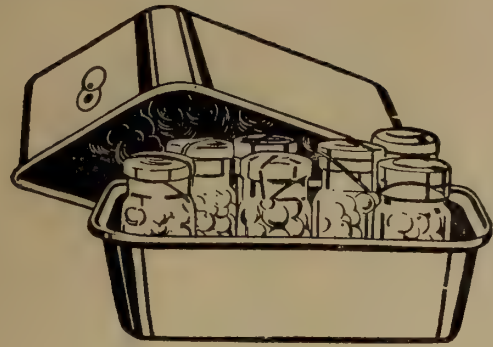


The New Connor Copper Tub Electric Model 4C

The long-standing popularity of the Connor line is proof of the success which has attended our efforts to manufacture washers which meet all requirements. The new model (4C) is quickly taking a leading place as its many desirable features become known. Polished Copper tub and polished aluminum cover, polished aluminum feed board and drain board on 12" swinging wringer, extension folding bench—these and many other special devices make an instant appeal.

We also manufacture other types of electric, water and hand power machines.

J. H. CONNOR & SON
LIMITED
OTTAWA :: ONTARIO
311 Chambers St., Winnipeg, Manitoba



For Preserving Time Order

"Wear-Ever"

Aluminum NOW

"Wear-Ever" comes into its own in the preserving season.

So does every "Wear-Ever" retailer.

It's the big season for kettles—and the "Wear - Ever" combination Roaster and Canner.

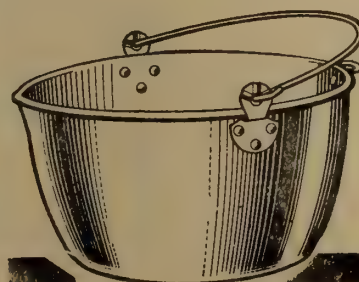
Make sure of your stock. Take a look at it in the next day or so. Let us know your requirements early if you can so that you will be ready when preserving time comes around.

Northern Aluminum Co., Ltd.
Toronto

WEAR-EVER



TRADE MARK
MADE IN CANADA



"WEAR-EVER"
Preserving Kettles
in all sizes.

Changes Firm Name After Twenty Years

Stanley Works of Canada, Limited, Succeeds the Canada Steel Goods Company, Limited—Col. Arthur F. Hatch, Founder of the Company, remains Head of the Industry.

The Canada Steel Goods Company, Limited, Hamilton, have taken out a new Dominion charter and will in future be known as the Stanley Works of Canada, Limited.

Since July, 1914, the Stanley Works, New Britain, Conn., have been associated with the Canada Steel Goods Company and the change in name is merely another step forward to allow of greater expansion and development. The personnel of the staff will be the same under the general management and treasurership of Col. Arthur F. Hatch.

Plans for factory extensions and additions to the line of products manufactured have not yet been announced but **HARDWARE AND ACCESSORIES** understands that additional products, now manufactured at New Britain, will be manufactured in Canada in the near future. An addition recently made to the company's offices at Hamilton will probably also be followed by extensions to the plant.

"Crescent" and "Hatch" brand door



COL. ARTHUR F. HATCH

Founder of the Canada Steel Goods Co., and general manager Stanley Works of Canada, Limited.

hardware will be continued and the "Stanley" trade mark will also be used on the company's products as in the past.

Twenty years ago, in June, 1903, Canada Steel Goods Company, Limited, commenced business in Leamington, Ontario. The first factory was a small one-story building, 60 x 35 feet, employing twelve men, the lines manufactured being tubular whiffletrees and heavy strap and tee hinges.

In 1905 the Canada Steel Goods Company, purchased the Grand River Metal Works of Galt, and manufacturing shelf brackets, gate hooks, hasps and other kindred lines.

The same year the Canada Steel Goods Company moved to Hamilton transferring the machinery from the Leamington and Galt factories to the new Hamilton plant. With the establishment of the plant at Hamilton, the head office was also moved to Hamilton from Toronto. The first Hamilton factory occupying only 14,000 square feet, the plant has grown until it now occupies over four acres of ground space.

In 1915 Canada Steel Goods Company, Limited, purchased the business of Cowan

and Britton, Gananoque, Ontario, who had been established over sixty years and were known as the oldest hinge makers in Canada. Such equipment as could be used was transferred to Hamilton.

The most recent step in this chain of amalgamations was the purchase, a few months ago, of the butt and hinge department of the N. Slater Company, Hamilton.

The Stanley Steel Company, Limited, commenced the manufacture of cold rolled steel in Hamilton in 1916, being the only manufacturers of cold rolled steel in Canada. As well as supplying the general trade, the establishment of this factory enabled the Canada Steel Goods Company, now the Stanley Works of Canada, Limited, to manufacture hardware from their own cold rolled steel.

The Stanley Works was established at New Britain, Conn., in 1843, commencing with the manufacture of door bolts. In 1852, a stock company was formed under its present name. The manufacturer of strap and tee hinges was also begun, and in 1866 a complete line of wrought iron butts was added to the Stanley line.

In 1920 the Stanley Rule and Level Company, New Britain, Conn., was merged into the Steel Works organization, thus adding a wide range of carpenters' tools to the extensive "Stanley" line of wrought Steel hardware.

The Stanley Works now operates its own open hearth steel mills, hot and cold rolling mills, foundries and hydro-electric power plant, and are known as the largest manufacturers of wrought hardware in the world, the offices and factories at New Britain, Conn., covering more than 95 acres of floor space, employing many thousands of workers. In addition; the Stanley Works also owns and operates factories at Niles, Ohio; Newark, N.J.; Bridgewater, Mass.; Bridgeport and Plantsville, Conn.; Hamilton, Ontario; Roxton Pond, Quebec, and Kobe, Japan.

From the small beginning at Leamington twenty years ago, to the rapidly expanding

industry at Hamilton, is quite a step, but Colonel Hatch, with the powerful Stanley organization, behind him, and the ever widening market for hardware and tools in Canada before him, has wonderful possibilities for the further growth of the old company with the new name.

BRITISH CANADIAN BRUSH CO.

The British Canadian Brush Co., Ltd., 22 Mark Street, Toronto, have secured the services of H. Sugden, who will be in charge of the management of that business. Mr. Sugden was for several years Western Ontario representative for Meakins & Sons, Ltd., Hamilton.

J. L. Donaldson, 28 Wellington St., Ottawa, Ont., is representing the British Canadian Brush Company, Ltd., in Ottawa Valley, and Province of Quebec.

NEW PRICES ON FLORENCE OIL STOVES

The Florence oil stove line has also advanced, the new prices on cook stoves being: No. 221, two-burner, \$19.90 each; No. 321, three-burner, \$25.60; No. 421, four-burner, \$31.30; No. 521, five-burner, \$69. Mantels for the two-burner are at \$7.50; for three-burner, \$8.95; for four-burner, \$10.40.

Ovens are at \$6.45 for two-burner, with plain door, and \$6.80 with glass door; \$5.35 for single-burner, glass door, and \$6.75 for single-burner, insulated. Two-burner, insulated, is at \$10.35.

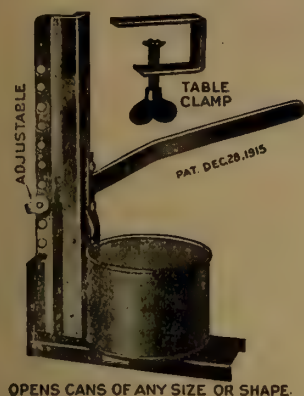
Oil heaters are priced \$8.25 for No. 880 Famous, and \$9.65 enamelled. No. 177 is \$10. Two-burner water heater is \$34.30. The discount on the line is 30 per cent.

FILAMENT BATTERY

The Dominion Battery Co., Ltd., Toronto, are offering a new product called the Reliable Peanut Valve Filament Battery, designed for use in conjunction with the peanut valve wireless set. The filament battery is number P.V. 122, and it is claimed to be of high capacity.



Display of McClary Enamelware made this spring by Staples Hardware, 848 Yonge Street.

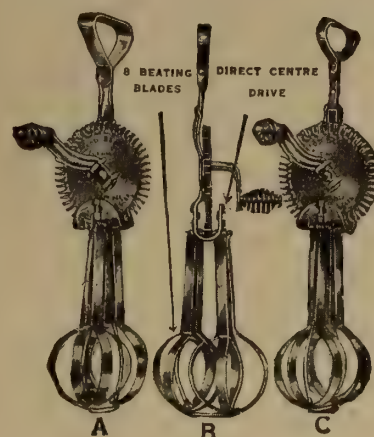


OPENS CANS OF ANY SIZE OR SHAPE.



Ladd Egg Beater Philosophy

MAY! THE EGG BEATER MONTH IN CANADA. Probably no other month equals it. Are all prepared with suitable stock? As cheaps will not be wanted and merchants must give first attention to goods embodying PROFITS, VALUE, SERVICE and SATISFACTION, THERE IS NO OTHER LINE to substitute for

Ladd
Mixer-Churns

LADD BEATERS 4 Sizes

These STEEL BEATERS are wanted by EVERY WOMAN, EVERYWHERE, EVERY DAY. Substitutes wont do: they have been using inferiors for years: know them well: want no more. Practically every store in U. S. stocks them, as do dealers in Canada. EVERY MERCHANT should therefore carry these ENTIRELY SUPERIOR GOODS. If jobbers are out of stock, write us direct AT ONCE

Order immediately—JOBBERs the world over and US.

Saturn Clothes-
Line Reels

UNITED ROYALTIES CORPORATION 1133 Broadway, New York

Canadian Sales Representatives:— G. S. WHITAKER & CO., 8 Colborne Street, Toronto



FOUR SIZES

	No. 1991	No. 1992	No. 1993	No. 1994
Height	3 1/8	4 1/8	5 3/4	12 1/4
Length	4 5/8	6	8 3/4	7 5/8
Weight	3	6	14	41
Opening	1 1/2	1 5/16	3 1/8	4

VICES

With Detachable Swivel Base. The bottom, sides and end machined to an accurate surface.

TOOLS

An entirely new and distinct feature in vices and one that is quickly appreciated by tool makers, pattern makers and machinists. It permits the work to be left in the vice while passing through several operations before it is necessary to change it.

NORTH BROS. MFG. CO.

PHILADELPHIA, PA.

Canadian Sales Office

ADCOCK & COMPANY LIMITED, MONTREAL

Hardware And Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

DOMINION LAWN SWEEPER

Taylor-Forbes Co., Ltd., are introducing the Dominion Lawn Sweeper, which does not just sweep up the grass, but takes up leaves, grass cuttings, pine needles, twigs and all other litter. The method of operating is similar to a carpet sweeper. After grass has been cut, the sweeper is run over it and grass cuttings, etc. are carried into the receptacle. A cylinder, equipped with fine high grade brushes firmly set in hardwood heads, revolves very rapidly, creating suction which draws all litter into receptacle. The cylinder operates only during forward motion, so that the operation is dustless. The width of sweep is eighteen inches, and width over all, thirty-one inches. The height is thirty-one inches, and the total weight crated is seventy pounds. Complete descriptive literature will be furnished upon request to Taylor-Forbes Co., Ltd., Guelph.

KIDDIE PEDAL KAR

The Canadian K. K. Co. of Elora, manufacturers of the well known Kiddie Kar are placing on the market a new design known as the Kiddie Pedal Kar. As shown in the illustration the child is able to propel the Kar by pedals attached to the front wheel. The new Kiddie Pedal Kar is



strongly constructed throughout with double disc wheels and large sized rubber tires. It is very easy running because of ball bearings. Made in two sizes. The Kiddie Pedal Kar completes the line already familiar to most dealers through the original Kiddie Kar and Kiddie Kart.

ELECTRIC FLOOR WAXER

The Canadian Electric Floor Waxer & Polisher Co., Ltd., Don Esplanade and Mark Street, Toronto, manufacturers of The Sun Electric Floor Waxer and Polisher, have recently added a new model "K." This model is constructed of aluminum and is light and strong and attractive in appearance. The universal motor is installed at the centre of the aluminum housing and will operate on a D.C. or A.C. 25 cycle to 60 cycle, 110 to 115 volts.

There are two cylindrical brushes, $3\frac{1}{2}$ ins. diameter and $8\frac{1}{4}$ ins. long, one at each end of the machine. Underneath the motor seat and attached to it is the waxing pad, $3\frac{1}{2}$ ins. by $6\frac{1}{2}$ ins. It is faced with perforated leather and two coil springs exert sufficient pressure to force the wax through the perforations.

The brushes are mounted on steel spindles tipped with Shelby steel tubing which fits snugly into bronze bearings. The brushes are held in place by a screw at each end, provision being made for accurately lowering of the brushes from time to time as the bristles wear. In the brushes the brass tubing forms a lubrication reservoir which does not require renewal oftener than once a year.

Model "K" covers a strip $8\frac{1}{4}$ ins. wide and polishes close to the base board.

NEW BOMMER CATALOGUE

The Bommer Spring Hinge Co., 251-271 Classon Avenue, Brooklyn, N.Y., have issued Catalogue No. 47, illustrating Bommer Spring Hinges. This catalogue is beautiful, comprehensive and exceptionally practical; it embodies working drawings and dimension tables for the selection of the proper size spring hinges for various doors, and is replete with information of value to Architects, Builders and Hardware Dealers as well as to all users of spring hinges.

"WHEEL-A-BOUT" SPRAYER

New Perfection Sprayer Co., Galt, Ont., are placing on the market the "Wheel-a-Bout" Sprayer, a spraying outfit of the wheelbarrow type, especially designed for the gardener and small fruit grower who desires a one-man operated machine. The outfit is substantially constructed; convenient for the operator; has the fewest possible parts and is as light in weight as a sprayer of this kind can be made to retain rigidity and strength required for service and durability. The pump is of the plunger type which insures a uniform discharge and has sufficient capacity for fast and thorough work. Hose and discharge pipe are of length suitable for spraying small and medium sized trees.

IVORY ENAMELED FAN

A ten-inch electric fan, finished in a ivory tinted enamel, with nickel plated trimmings, has been placed on the market by the Westinghouse Electric & Manufacturing Company. The fan is made in the oscillating style and is equipped with a three-speed



control which allows a wide variation of breeze. It is fitted with eight feet cord and a separable attachment plug for lamp or wall socket connections.

The oiling system is automatic. The enameled finish makes it possible to wash the blades with ordinary soap and water.

BUHRKE GOLF BAGS

The Woods Manufacturing Co., Ltd., Ottawa, are marketing a line of golf bags under the trade name of "Buhrke Line." A feature of these golf bags is the patented metal bottom, also theft-proof ball pockets, which have a patented locking arrangement. A catalogue of the complete line will be mailed on request.

DELCO-LIGHT WATER SYSTEMS

The Delco-Light Co. of Canada, Limited, Toronto, are marketing a complete line of electric pumps that will solve all the pumping problems of city or country home. These pumps provide the best and cheapest means for pumping water and forcing it through pipes to whatever place it may be needed. There are twenty-six different styles and sizes. For 32 or 100 volt D.C., or 110 and 220 volt A.C. service. Easily installed without inconvenience to purchaser. A complete description of Delco-Light Water Systems and their advantages will be forwarded on request to Electrical Systems, Limited, distributors, 173 King Street East, Toronto.

BALL BATS

Our factory is specially fitted for producing Ball Bats. They are made from best Selected 2nd Growth Canadian White Ash obtainable. They are nicely finished, giving them an attractive appearance.

St. Marys Wood Specialty Co., Limited
ST. MARYS - ONTARIO, CANADA

**High Grade Wood Specialties—Walking Sticks,
Ball Bats, Handles and Hardwood Lumber.**

Quality Radio Supplies

We stock only the most reputable lines such as—

**Frost
Brown
Pacent
Brandes
Chelsea
U.S. Tool
Murdock
Precise**

**Magnavox Co.
Atwater Kent Co.
Howard Radio Co.
Hart "A" Batteries
Burgess Batteries
Reliable Batteries
Eveready Batteries
Condensite Celoron**

Home Charger
Valley Charger
Canada Wire Co.
Northern Electric Co.
Westinghouse Sets,
Marconi Wireless Co.
Federal Telephone Co.
Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY

62 YONGE ST. ARCADE, TORONTO, ONT.

Wouldn't You Sell

more grinders if
you had this

No. 3 PRAIR

to sell for \$2.50.?

Surpassing quality. Other sizes correspond in quality and price. Give us an opportunity to tell you about this grinder.



Liberal Discount to Dealers

Phone: Main 6595

Geo. P. Reuhl, 275 King St. E., Toronto

**WRITE FOR PRICES ON
SUPERIOR
MACHINISTS
VISES**

These vises are of correct design and are strongly constructed.

They are very rigid and can be used and depended upon for all accurate work. Various sizes are made, from 3" to 6" Jaw.

We also make other types of vises, both Bench and Machine, Bench Grinders, Small Air Compressors and Saw Mandrels. Write us direct or to our representatives—



A.G. & A.L. BROWN CO., MONTREAL and
DAVID PHILIP, WINNIPEG

SUPERIOR MACHINERY CO., Limited
51 York St., London, Ont.

The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by

The Dominion Battery Co., Limited

Toronto - Montreal - Winnipeg - Calgary - Vancouver

THE LATEST DEVELOPMENT IN WRENCHES

"IT CAN'T LET GO UNTIL YOU LET IT"

**Make your customers
happy by selling them
a Universal.**

As far ahead of the ordinary wrench as the automobile is ahead of the stage coach.

Prices reduced.



An adjustable wrench, an offset wrench, a full ratchet wrench, a pipe wrench, a pair of pliers all in one tool. The best wrench value on the market.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH COMPANY, 2 Medbury Lane, Windsor, Ont.

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ALBERTA

Calgary—The Herbert Paint Company has been organized here, capitalized at \$100,000, and according to the C.P.R. industrial bureau will have a capacity of 1,000 gallons an hour of liquid paints and shingle stain, and 160 gallons a day of shellac. Some of the Alberta raw materials that will be used in the manufacture of paints by this company include linseed oil, iron oxides and raw siennas.

Magrath—Taylor & Hacki have taken over the hardware business of Taylor Hardware.

BRITISH COLUMBIA

Oliver—Victor Fairweather has recently opened a hardware store.

Prince George—Fred W. Burton, formerly with Leith Bros., has opened a hardware business under the name of Fraser River Hardware Company.

Vancouver—Ayres Paint & Varnish Co. was burglarized to the amount of \$250.

Victoria—Radio Specialties, Ltd., with a capital of \$50,000 has been incorporated.

MARITIME PROVINCES

Amherst, N.S.—H. Pipe, president of Dunlop Bros. & Co., wholesale and retail hardware, recently died.

St. John, N.B.—Fred C. Owens, formerly manager of the Barrey Supply Co., hardware dealers, died suddenly.

MANITOBA

Grand View—J. H. Allis, hardware, has been succeeded by R. R. Dunn.

Necpawa—W. E. King, hardware, has purchased the paint business of E. G. Walker.

Pierre—L. Tessier, hardware dealer, dead.

Shoal Lake—Smellie Bros., Ltd., hardware, have sold to The Manning Hardware.

Winnipeg—Sanford Brush Co., Ltd., with capital of \$20,000 has been incorporated.

Winnipeg—Fayette R. Plumb, Inc., of Philadelphia, mfrs. of hammers, files, etc., have arranged with C. C. Craig to represent them from Pt. Arthur to Pacific Coast.

ONTARIO

Beamsville—Premier Tire and Rubber Goods Co., Ltd., has been incorporated to manufacture tires and other rubber goods.

Beaverton—National Furnace & Foundry Co., Ltd., a capital of \$100,000 has been incorporated and will manufacture stoves, furnaces, etc.

Belleville—The Springer Lock Mfg. Co., Ltd., manufacturers of builders' hardware are erecting an addition to their plating department.

Brooklin—G. H. Vick has purchased the hardware business of Uriah Jones.

Haileybury—D. S. Merkley is commencing a paint and wallpaper business.

Collingwood—A new galvanizing department to increase the production of wire has been installed by Imperial Steel & Wire Co., Ltd.

Grimsby—James A. Wray, hardware, has been purchased by Sims Hardware. The firm consists of T. C. Sims and three sons. T. A. Sims will manage the business. Mr. Wray will continue the plumbing and steam-fitting.

Hamilton—Donald Wire & Iron Goods Co., Limited, have been incorporated with a capital of \$750,000 to manufacture wire rope, wire cloth, perforated sheet metals, etc.

Hamilton—F. A. Fraser has taken over the hardware business of B. E. Webster.

Hamilton—Canadian Westinghouse Co., Ltd., are contemplating the erection of an addition to their factory at an approximate cost of \$1,250,000.

Kitchener—C. N. Weher, has purchased the hardware business of J. Fennel & Son. The new firm name will be The Weher Hardware Co., Ltd.

Lindsay—Frank Maunder has purchased the hardware business of Alin's, Ltd.

Ottawa—W. G. Butter has commenced a hardware business at 933 Bask Street.

Port Arthur—F. G. Skinner has opened an auto accessories establishment.

Sault Ste. Marie—Superior Iron & Steel Co. of Canada, Ltd., has been incorporated with a capital of \$100,000 and will manufacture and deal in copper, brass, iron, steel, etc.

Toronto—L. Mould, former manager of the Montreal branch of the Glidden Company, Ltd., has been appointed General Sales Manager.

Toronto—Ramsey & McIntosh, Ltd., have been incorporated with capital of \$40,000 and will conduct a general hardware business.

Watford—Robt. A. Paul and Russell McCormick have purchased the hardware business formerly owned by Chester Howden.

QUEBEC

Montreal—C. V. Johnston has been appointed board manager of the Glidden Company, Ltd. Mr. Johnston was until recently connected with Brandram-Henderson Co., Ltd.

SASKATCHEWAN

Asquith—Picketts & Nodell have purchased the hardware business formerly carried on by F. D. Morton.

Gainsboro—Griffiths & Mains have taken over the hardware business formerly conducted by J. W. Griffin.

Hyas—Manning Hardware has been discontinued.

Moose Jaw—A. J. Silcox, hardware, has been discontinued.

Readlyn—Jno. Griffin has disposed of his hardware business to R. W. Dean.

Wilcox—The Thos. Cox Hardware, Ltd., has been incorporated.

BRANTFORD CORDAGE EXTEND

In an interview with "Hardware," C. L. Messecar, President and General Manager of the Brantford Cordage Co., confirmed that there would be built at once an extension to their plant which will increase the output from 10,000 tons a year to 14,000 tons a year. The increased capacity thus to be secured is forced as a result of increasing demand for their product, not only in Canada but throughout many countries of the world. Shipments have been made during the past twelve months to Argentine and Chile, South Africa, France and Great Britain, Ireland, Denmark, Norway, Australia and Greece. During the past month an order for the first carload shipped to Russia since 1914 was received. The shipment was made with payment through New York in advance, since Russian currency at present is at a level so low as to be almost untranslatable into the currency of the every day Canadian.

The newest development in the manufacture of Brantford twine has been the "Big Ball." By a new winding system the "Big Ball" contains almost twice as much twine as was obtained in one of the old style balls, and the space occupied is approximately the same, so that the twine box of the regular binder will hold nearly twice as much twine at a time. This is a feature that has proved most popular with grain producers, since it means fewer stops to reload.

Since establishment in 1901 the Brantford Cordage Company has grown from 60 tons a year to 10,000 tons and now needs a plant to turn out 14,000 tons.

The raw product of the plant comes from long distances. British East Africa, Java, Mexico and the Philippine Islands supply most of the raw material which must be bought long in advance as shipping twine is generally from May on, but the product must be made throughout the whole year, and stored away until demand comes, as it always does, in a rush preparatory to harvesting.

The plant, situated in West Brantford, has a layout that enables the raw product to be taken in and the finished product put on the cars with a minimum of effort. There is every reason to believe that this industry, almost from inception one of the most thriving in Brantford, will continue to expand, ever holding its record of being the largest plant of its kind in the British Empire.

Donald Potter, for the past eleven years Toronto manager of the Consumers Cordage Company, Montreal, has resigned to accept the position of general manager of the J. R. Sterling Twine Company, Walkerton, Ontario.

BOOKLETS ON TRADE MARKS

Two interesting booklets on patent and trade marks have been received from Richards & Geier, 277 Broadway, New York. These booklets deal very thoroughly with the subjects referred to and are available to interested readers without charge.

The Stamp of Public Approval Is On The Aylmer Pump

You aren't an expert on pumps—you're a hardware-man.

You can't be guided by a lot of technical names of pump parts—to tell you how good a pump is, but you can be guided by what your customers say of the pumps they buy.

Aylmer pumps have been satisfying pump users for more than thirty-five years. We make the best style pumps, and make them right.

Aylmer pumps are guaranteed to give the best possible service. They'll satisfy your customers. Sell

Aylmer Pumps

Handle a profitable line—
Aylmer sales pay.

Write for Catalogue No. 19

Aylmer Pump & Scale Co.

Aylmer - Ontario



HERCULES SASH CORD

Made in Canada and
used with complete
satisfaction through-
out the Dominion for
over twenty - five
years. - - -

On the Ocean Front

Fireproof

The Breakers

ATLANTIC CITY, N. J.



SPECIAL SPRING RATES

American Plan \$7.00 Up — European Plan \$2.50 Up.

The finest season to enjoy all that Atlantic City offers in one of the finest hotels in the world, where service, food and comfort are unexcelled.

New Golf Club Privileges

Fireproof Garage

JOEL HILLMAN, Proprietor

ANVILS BITS

HENRY BOKER

MANUFACTURER OF

ARROW BRAND

REGISTERED TRADE MARK

HARDWARE

SPECIALITIES OF ALL DESCRIPTIONS

Pliers Vices

E. M. DICKINSON'S

CARVERS CASED GOODS TABLE CUTLERY

TRADE MARKS
THE MURRAY
THE INVICTA
EL DORADO
CAMBRIDGE & CO.
ENGLAND SHEFFIELD

BUTCHERS' HUNTING & POCKET KNIVES

CUTLERY.

HARDWARE MARKET SITUATION

The hardware trade is improving, reflecting the good business reported from across the border. Sales are increasing in both number and volume. We do not seem, however, to have reached the bottom of bad business, so far as trade stability is concerned, business failures still being fairly frequent.

One good sign is the improvement in collections. Purchasers, too, appear to have more money to spend.

Deliveries are better than since the beginning of the year. Importations are not in such a good position, however, the demand on U.S. manufacturers by their own dealers has caused factories to run full time to fill domestic orders, Canadian bookings being filled only after this demand is attended to.

Across the line trade is booming and production is near its peak. Prices, consequently, are rising on a strong demand. Wages have gone up, due both to increased hours of labor and overtime, and because of restricted immigration into the United States, making the labor market strong. Non-employment practically does not exist (or shouldn't), and consumers are again buying heavily with the ready money in their hands.

A long list of price changes is noted this month, most of them upward. The tendency towards higher values has been going on for several months now, indicating that business is again swinging upward.

Among the advances are lawn mowers. American manufacturers are unable to take on additional outside orders, their own local demand taking up all their stocks. This has set in motion a call for Canadian mowers.

Our own makers have advanced prices ten per cent., though bookings are taken care of. Sufficient warning was given that prices would advance, so no dealers should be caught unawares.

Lawn hose, also, has advanced on a strong demand for this and other seasonable lines.

Paints, ready-mixed, have gone up and are expected to hold strong at the new figures.

Garden tools, poultry netting and similar spring lines are now moving very well. Retailers report very good sales in these lines. Household goods, too, are fair sellers.

Metals, sheets and plates, continue to bring enhanced prices. This fact, and also the one that labor is high, are primary causes of the present upward trend of prices.

Customs house returns show advances at Toronto over last year of around three million dollars to date.

Among the important price changes of the month are:

Gasoline—Declined 2 cents to 27 cents a gallon.

Coil Oil—Down 1 cent a gallon.

Wrought Pipe—New list issued (No. 59) advancing prices.

Solder—Higher by about 5 cents a pound.

Metals—Upward trend. Copper is higher by a half cent a pound to 20½ cents; soldering coppers now at 40 cents; steel bars around \$4 per cwt.

Sheets and Plates—Higher by about 20 cents on blue annealed; 15 cents on black; 10 cents on galvanized. Canada plates are up about 10 cents and cake tin plates about 25 cents.

Range Boilers—Revised prices. Now quoted at flat net price of \$11.35 for standard, and \$13.15 for extra heavy, 30-gallon size.

Pipe Fittings—Higher by lowering discounts 10 points.

Building Papers—An advance of 5 cents is noted on No. 1 brands as well as on Stag and Surprise.

Wrenches (Canadian Stillson)—Higher Discount now 50 instead of 55 per cent. Genuine Stillsons are still at 45 off.

Braces (Stanley)—Higher by about 5 per cent.

Vises (Parkers)—Up 10 per cent.

Chest Handles—Slightly higher prices rule. Five-inch handles are now \$1.60 a dozen; 6-inch, \$2.10; 7-inch, \$3.65.

Valves (Jenkins)—Higher by reduced discounts.

Door Checks (Norton)—Advanced 10 per cent.

Oil Stoves—An advance of about \$2 each has been made on all Canadian oil cook stoves and heaters.

Post Hole Augers—Higher for Vaughan make. No. 8 are now \$19.80 a dozen; No. 9, \$21; No. 10, \$24.

Food Choppers—Gem brand food choppers have advanced about \$1.20 a dozen. A similar advance is noted in Home brands.

Axes—Up about a dollar a dozen.

Wood Screws—Advanced by lowering discounts 8 per cent.

Butts and Hinges—Advances made in all sizes and styles.

Paints—Advanced 25 cents a gallon on white and colors, better grades.

Bolts and Nuts—Advances made by lowering discounts from 5 to 10 points.

Barn Door Hangers—Some makes have been advanced. Atlas No. 0 is now \$15.45; No. 1, \$17.20; No. 2, \$18.30; Sterns, No. 4, \$13.70, and No. 5, \$17.55.

Rivets and Burrs—Higher by reducing discounts from 47½ to 42½ per cent.

Mitre Boxes—Advanced 5 per cent.

Wire (Barbed and Galvanized)—Higher by about 10 per cent.

Hatches—Up 50 cents a dozen.

Wrought Steel Bolts—Higher by 10 per cent.

Range Boilers—Revised prices show slightly higher prices on some sizes. Boilers are now quoted at net, 30-gallon size being \$11.35 for standard and \$13.13 for extra heavy.

Lawn Mowers—Canadian makes advanced 10 per cent.

Hinges—Advances have been made in all sizes of heavy and light strap and tee hinges.

Lawn Hose—Advanced a dollar per 100 feet.

Red Lead—Higher, following recent advance in white lead.

Linseed Oil—Higher. Gone up 25 cents a gallon in past month.

Shellac—Higher by 25 cents a gallon.

Turpentine—Up and down. Gained about 5 cents in the month.

Packing—Some imported grades show declines of 4 cents a pound. Italian No. 1 is now at 31 cents; and No. 2 at 24 cents.

Borax—Down 2 cents a pound to 8 cents.

NEW IRON PIPE PRICES

Under date of April 24 a new list has been issued, covering wrought iron pipe prices. The new quotations show an advance over the last list issued in February.

Standard Butt Weld Pipe S/C per 100 feet

Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
¾ in.	6.00	8.00
1 in.	4.32	6.30	7.56	9.60
1 ¼ in.	4.32	6.30	7.56	9.60
1 ½ in.	5.53	6.97	7.82	9.35
2 in.	6.79	8.40	9.55	11.27
2 ½ in.	9.69	12.07	13.77	16.32
3 in.	13.11	16.33	18.63	22.08
3 ½ in.	15.68	19.53	22.28	26.40
4 in.	21.09	26.27	29.97	35.52
4 ½ in.	33.35	41.54
5 in.	43.61	54.32
5 ½ in.	56.12	69.00
6 in.	66.49	81.75

Standard Lap Weld Pipe S/C per 100 feet

Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
2 in.	24.42	29.60	33.30	38.85
2 ½ in.	36.27	44.46	50.31	59.09
3 in.	47.43	58.14	65.79	77.27
3 ½ in.	57.04	69.92	79.12	92.92
4 in.	67.58	82.84	93.74	110.09
4 ½ in.	78.74	96.52	1.14	1.33
5 in.	91.76	112.48	1.33	1.55
6 in.	1.19	1.46	1.73	2.02
7 in.	1.55	1.90	2.21	2.62
8 in.	1.63	2.00	2.33	2.75
9 in.	1.87	2.30	2.68	3.17
10 in.	2.23	2.83
10 L in.	2.14	2.62	3.04	3.58
12 in.	2.76	3.38	3.91	4.61

OIL BURNING COOK STOVES

The Perfection Stove Co., Ltd., Sarnia, Ont., have issued a new price list covering their "Perfection" cook stoves. The prices of these are: No. 32, two-burner, \$23; No. 33, three-burner, \$28; No. 34, four-burner, \$36.50; No. 35, five-burner, \$51. Warming Cabinets for these are: No. 32, \$7.50; No. 33, \$9; No. 34, \$11; No. 35, \$15.

No. 37, four-burner with built-in heat-retaining oven, is at \$81.50; and No. 39E, five-burner, with built-in oven, glass door and white porcelain enamelled cabinet, is at \$110. The kerosene water heater is now at net.

New Perfection ovens are at \$3.50 for No. 211-G, one-burner, with glass swing door; and are quoted at net for No. 12-G, two-burner, glass drop door. Both these are in set-up style. The knock-down styles are at \$7 for No. 21-GE, and 41-GE, one-burner, with glass swing door and blue enamelled door frame; \$8.50 for No. 22-G and 42-G, two-burner; \$9 for No. 22-G and 42-GE.

Perfection oil heaters are priced for No. 525, black drum, japanned trim and steel reservoir, \$8; No. 530, nickel-trim, \$9; No. 630, blue enamelled drum, \$12.

The Gillette Electric Clipper



"Gillette" model "1911" ceiling suspended Portable Electric Clipping, Grooming, and Shearing Machine

Saves Time and Money

Clipping Horses, Mules, Cattle and Dogs.

Quickly and easily shears Sheep and Goats. Used extensively for grooming Horses, Mules and Cattle.

Operates from any electric lamp socket. Also run on any make of Farm Light-ning Plants.

Send for price list illustrating our different types of Hand and Power Machines, also Hand and Toilet Clippers.

Gillette Clipping Machine Co.

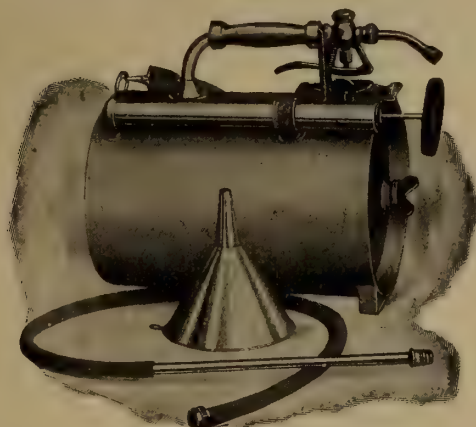
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THE BEST IN SPRAYERS



The Eureka line of sprayers will help you to keep up sales volume long after the Spring rush is over. Every Eureka sprayer sold represents a tidy profit and opens the way for many sales of insecticides. Have your clerks study our catalog and spray calendar until they understand the "why" and "How" of spraying practice.

Eureka Planter Co. Limited
Woodstock, Ontario

ALLIGATOR

Scientific
STEEL BELT LACING

A powerful, durable joint, made quick and easy. Note how the teeth clinch

**Easier For The Dealer
Better For His Trade.
"HANDY PACKAGE"**

A complete lacing outfit in each package. Two six-inch sets of Alligator Steel Belt Lacing complete with pins. Shipped in cartons of ten. Backed by National Advertising campaign in Country Gentleman, State Farm Papers, etc. Display card in each carton. Order now from your jobber. Quick turnover and good profits assured.

Size 15-s—For light single leather or 3-ply fabric belts, 3/4 to 5/32 in. thick. Size 25-s—For medium single leather or 4-ply fabric belts, 3/16 to 7/32 in. thick.

Size 27-s—For heavy single leather or heavy 4 or 5-ply fabric belts, 1/4 to 9/32 in. thick. Size 35-s—For double leather or heavy 6-ply fabric belts, 5/16 in. thick.

FLEXIBLE STEEL LACING COMPANY

4659 Lexington Street
CHICAGO

In England at 135 Finsbury Pavement, London, E. C. 2.



KEWANEE

COAL SHUTES AND COAL DOORS

**All Steel
No Castings**

Shield rises automatically to protect the wall above and door forms a hopper.

Dealers now selling KEWANEE Coal Shutes and Coal Doors are receiving many repeat Orders.

Write for literature and dealers prices.



Cast Stone Block & Machine Co., Limited

1436 Howard Ave.

Windsor, Ont.

United States: Kewanee Manufacturing Co., Kewanee, Ill.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, MAY 10, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 25c.

Antimony—Per pound, 9c.

Brass—Sheet, base, 28c; rods, base, ½ to 1 in., round, 25c; tubing seamless, base, 33c. F.o.b. Toronto.

Copper—Casting ingot base, 20½c; rods ½ to 2 in., 31c; soft sheets, plain, 16 oz. and heavier, lb., 36c; plain tin-
ned, 16 oz. and heavier, lb., 39½c; polished and tubing, 16 oz. and heavier, lb., 38c; tubing, lb., 36c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 40 cents per lb.; 3-lb., 41½c; 2½-lb., 42½c; 2-lb., 44½c; 1½-lb., 47½c; 1-lb., 51½c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, \$3.75 per cwt.; angle iron, \$4.00; horseshoe iron, \$4.25; Norway, \$12.50; toe caulk, \$4.20.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$9.25 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 1¼c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, \$4.00; bands, \$4.25; tire, \$4.00; spring, \$10.50; sleigh shoe, \$3.75; hoop, \$5.25; crucible cast sheet, \$4.60 per 100 lbs.; 12 gauge, \$4.65; 14 to grade.

Sheets, Blue Annealed—10 gauge, \$4.40 per 100 lbs.; 12 gauge, \$4.45; 14 gauge, \$4.70; 16 gauge, \$4.75.

Sheets, Black—18 to 20 gauge, \$5.20 per 100 lbs.; 22 to 24 gauge, \$5.25; 26 gauge, \$5.30; 28 gauge, \$5.40.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$6.50 per 100 sq. ft.; 26 gauge, \$7; 24 gauge, \$9; 22 gauge, \$11; 20 gauge, \$12.50; 18 gauge, \$16; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

	Queen's Head	Fleur-de-lis
Sheets, Galvanized		
28 gauge, per 100 lbs.	\$7.25	\$7.15
26 gauge, per 100 lbs.	6.85	6.75
24 gauge, per 100 lbs.	6.55	6.45
22 gauge, per 100 lbs.	6.40	6.30
18-20 gauge, 100 lbs.	6.25	6.15
	Apollo	
10½ oz., per 100 lbs.		\$7.15
26 gauge, per 100 lbs.		6.65
26 gauge, per 100 lbs.		6.35
24-22 gauge, per 100 lbs.		6.20
20-18 gauge, per 100 lbs.		6.10
16 gauge, per 100 lbs.		5.90
14-12 gauge, per 100 lbs.		5.75

Plates (Canada)—Dull, 60 sheets, \$5.60; ordinary, 52 sheets, \$5.50.

Plates (Coke Tin)—IX, 20x28, 112 sheets, \$16.00; IX, 20x28, 112 sheets, \$19.50; IX, 20x28, 56 sheets, \$11.00.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$10; IXX, 20x28. 56 sheets, \$12.

Plates, Terne—IX, 20x28, 112 sheets, \$15.00.

Spelter—Per pound, 10½c.

Tin—Ingots (100 lbs), per lb., 53c.

Zinc—Sheet, per lb., 14c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS and TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$11.35 for standard and \$13.13 for extra heavy. Net prices.

Boiler Tubes—2 inch, seamless, \$19; lapweld, \$16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts, 65%.

Fittings—Cast iron, standard, 15%; extra heavy, 15%; bushings, malleable and cast, 17½%; unions, 33 1-3%; flanged unions, 15%; plugs, cast iron, solid, countersunk, all at 15%; couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 45%; 4½ and larger, 35%; long, 4 in. and under, 50%; 4½ in. and larger, 40%; running thread, 4 in. and under, 20%.

Oakum—Special No. 1, \$13.00; plumb-ers', \$6.00 per cwt.

Packing—Fine jute, 15c a pound; coarse, jute, 11c; hemp, 26c; square braided hemp, 28c; No. 1 Italian, 31c; No. 2 Italian, 24c.

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 65 and 5 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 60 per cent.

Pipe (Lead)—14½c a pound. Waste pipe, 15c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 4 in., 5 in. and 6 in., 33½%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 45%; 8 in., net.

Pipe (Stove)—Net; elbows, black and galvanized, net; thimbles, 50 and 7½%.

Registers—Warm air, japanned and common oxidized, 35% from standard list.

Solder—Wire, 37c a pound; strictly, 30c; commercial, 28¼c; guaranteed, 32c; wiping, 30c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 65 and 5%. O. G. round and half round, \$1 per hundred feet extra.

Valves—Globe, angle and check (standard), 25%; J.M.T., 10 and 10%; J.M.T. "C," 16 and 10%; J.M.T. gate valves, 16 and 10%; Jenkins' gate or straightway, 16 and 10%; Jenkins' Globe, 10 and 10%; radiator valves (standards and removable disc), 53%; Emco check valves (standard), 25%; Emco J.D. rad. valves (screwed), 33%; Emco swing check valves, ¾ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 70c, galv. \$1; 1½ in., blk. 85c, galv. \$1.30; 2 in., blk. \$1.20, galv. \$2.10.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., \$28; 5/16 in., \$34.40; ¾ in., \$22.80; 7/16 in., \$21; ½ in., \$19.60; 9/16 in., \$18.80; 5/8 in., \$18.60; 11/16 in., \$18.40; ¾ in., \$18.20; 13/16 in., \$18; 1 1/16 in., 1½ in., 1¼ in., 1 5/16 in., \$18.90; 1½ in., 1½ in., 1½ in., \$18.40; 1¾ in., 1½ in., 2 in., 2½ in., \$19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz., \$21; lipped, \$30.

Ammunition (American)—Loaded shells, plus 2½c; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%. Remington Union Metallic, list less 2½%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells,

40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., $\frac{1}{2}$ c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2.

Augers (post hole)—Vaughn make, 8 inch, \$19.80; 9 inch, \$21; 10 inch, \$24 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$17.50; double bits, doz., \$19.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$19.75; No. 3, \$22.00; No. 4, \$24.00. All net.

Bale Ties—Single Loop—No. 12, \$4.90; No. 13, \$5.00; No. 14, \$5.10; No. 15, \$5.40; No. 16, \$5.60. Cross head—No. 12, \$5.20; No. 13, \$5.30; No. 14, \$5.50; No. 15, \$6.00; No. 16, \$6.30.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, \$1.30; $1\frac{1}{2}$ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.40; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60% off. Rubber—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add $7\frac{1}{2}$ %; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, $12\frac{1}{2}$ /5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)— $\frac{3}{4}$ Rim. $\frac{3}{4}$ Rim
No. 0—16 x 22, doz. ... \$ 7.50 \$11.00
No. 1—18 x 24, doz. ... 9.00 11.50
No. 2—18 x 29, doz. ... 11.00 13.00
No. 3—20 x 30, doz. ... 13.00 17.00

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.

doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 doz.; Diamond King (glass), \$7.50 per doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$9 per doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$6.50 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$6.51.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), $\frac{3}{8}$ in. diameter and smaller, 6 in. and shorter, 35%. Carriage bolts (\$1 list), $\frac{3}{8}$ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), $7/16$ in. and larger, 20%. Machine bolts, $\frac{3}{8}$ in. and smaller, 4 in. and shorter, 45%. Machine bolts, $\frac{3}{8}$ in. and smaller, longer lengths, 25%. Machine bolts, $7/16$ in. and larger, 25%. Sleigh shoe bolts, all sizes, 15%. Coach and lag screws, 30%. Bolt ends, 25%. Square head blank bolts, 25%. Plow bolts, 1, 2, 3 head, 20%. Elevator bolts, large head, 15%; corrugated heads, 45%. Fancy head bolts, 15%. Step bolts, large head (\$3 list), 15%. Whiffletree bolts, 15%. Tire bolts, $42\frac{1}{2}$ %. Stove bolts, $62\frac{1}{2}$ % and 5%. Sink bolts, $62\frac{1}{2}$ % and 5%.

Borax—Lamp crystal borax, 8c lb.

Brooms—No. 5, 4 strings, \$8.25 per doz.; No. 5, standard, \$9.40 per doz.; Little Beauty, \$11.30 per doz.; Royal Blue, \$15.75 per doz.

Butts—(Wrought Steel)—No. 840, less $12\frac{1}{2}$ %; No. 800, net; No. 838, less $12\frac{1}{2}$ %; No. 808, add 10%; No. 804, less $17\frac{1}{2}$ %; No. 802, net; No. 810, add 25%; No. 814, add 25%.

Chicago Spring Butts—List less 20%.

Cans (Milk)—At list plus 25%.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, \$18 a dozen; No. 1, \$22.20, No. 2, \$25.20; No. 3 \$32.40.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.38 a dozen; No. 65, \$21.84; No. 75, \$30.24. F.o.b. St. Mary's.

Gem—No. 20, \$22.80 dozen; No. 22, \$28.20; No. 24, \$34.80.

Chisels (Broad's)—List less 40 p.c. for plain.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$3.10 a dozen; 48 ft. hanks, \$3.60; 60 ft. hanks, \$4.50.

Clothes Lines (Manila)—\$3.00 per dozen.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	\$15.40	\$18.80
$\frac{1}{4}$ inch, electric weld...	14.60	17.20
5/16 inch, electric weld...	12.15	15.20
$\frac{3}{8}$ inch, electric weld...	10.40	13.25
$\frac{3}{8}$ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
$\frac{1}{2}$ inch, fire weld.....	10.20	12.40
$\frac{5}{8}$ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, \$1.25 a doz.; No. 111, \$1.45; No. 121, \$1.40; No. 127, \$1.70.

Combs, Cattle—No. 98, \$1.90 per dozen; No. 100, \$2.60.

Cord (Sash)—Hercules No. 6, 70c a pound; No. 7, 69c; Nos. 8, 9, 10, 12, 68c; No. 16, 73c.

Cord (Awning)—White, $3\frac{1}{2}$, \$2.75; 4, \$3.60; $4\frac{1}{2}$, \$4.85 per pound. Drab, 4, \$4.30; $4\frac{1}{2}$, \$6.00 per pound.

Crowbars—\$3.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., \$1.58 a dozen; 6 in., \$1.75; 7 in., \$2.14.

Doors, Screen—Kasement, No. 3, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills—Standard lists. Blacksmiths', $\frac{1}{2}$ in. x $2\frac{1}{2}$ in. shank, each: $\frac{1}{8}$, 45c; $5/32$, 45c; $3/16$, 50c; $7/32$, 55c; $\frac{1}{4}$, 60c; $9/32$, 65c; $5/16$, 70c; $11/32$, 75c; $\frac{3}{8}$, 80c; $13/32$, 85c; $19/32$, \$1.20; $\frac{5}{8}$, \$1.30; $21/32$, \$1.40; $11/16$, \$1.50; $23/32$, \$1.60; $\frac{3}{4}$, \$1.70; $25/32$, \$1.80; $13/10$, \$1.90; $27/32$, \$2; $\frac{7}{8}$, \$2.10; $29/32$, \$2.20; $15/16$, \$2.30; $31/32$, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Bit Stock—List, per doz., less 50%; $3/32$, \$2.70; $\frac{1}{8}$, \$3; $5/32$, \$3.50; $3/16$, \$4; $7/32$, \$4.50; $\frac{1}{4}$, \$5; $9/32$, \$6; $5/16$, \$7; $\frac{3}{8}$, \$8.50; $7/16$, \$10.50; $\frac{1}{2}$, \$13; $9/16$, \$15.50; $\frac{5}{8}$, \$18; $11/16$, \$21; $\frac{3}{4}$, \$24; $\frac{7}{8}$, \$30.

Blacksmiths', round shank, jobbers, 50 and 5%; ratchet 10%; wood and taper shank, $52\frac{1}{2}$ %; straight. $\frac{1}{2}$ inch, and wire shank, 55%.

Drills (Millers-Falls)—Breast, No. 12, \$64.20 a dozen; No. 13, \$81.00; No. 118, \$72.00. Hand, No. 2, \$48.00 a dozen.

Egg Crates—Humpty Dumpty, \$6 a dozen; H. & D., \$5.80.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney-Foot and Arcade, 60%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60%; Globe, 60%; Nicholson, 35 and 5%; Black Diamond, 35 and 5%; Delta Files, 20%; Firth Files, 50%; Disston, 50%.

Gloves—Canvas and cotton, \$15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$1.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstone Fixtures (Taylor-Forbes)—15 inch, axle, \$8.75 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers, Nail—No. 21, \$11 per dozen; No. 1, \$14.85; Nos. 1½, 61½, \$14.30.

Hammers, Sledge—(Canadian), 2-2½ lbs., \$25 per cwt.; 3-4½ lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3½ lbs., \$27.50 per cwt.; 3-4½ lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1¼ lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, \$15.45 a dozen pairs; No. 1, \$17.20; No. 2, \$18.30; Stearns, 4 in., \$13.70; 5 in., \$17.55. Perfect, No. 1, \$20.85; Canada, \$13.25; Hatch, \$13; National, \$15; America, \$18; Great West, \$30; Storm King, No. 42, \$11.80 a dozen.

Hatchets, Shingling—No. 1, \$10.25 per dozen; No. 2, \$11.

Hatchets, Lath—Nos. 3 and 4, \$10.50 per dozen; No. 4, \$10.75.

Hatchets, Barrelling—Nos. 50 and 60, \$14 per dozen.

Hatchets, Claw—No. 7, \$11.50 per dozen; No. 8, \$12.00.

Heaters, Electric—National Glowler, \$8.75; National Heatrays, \$11.00; Majestic, 1 burner, \$10; Universal, \$13.80. Discount 30%; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.81; tee, \$1.56. 5 in., strap, \$2.12; tee, \$1.81. 6 in., strap, \$2.37; tee, \$2.12. 8 in., strap, \$3.62; tee, \$2.62. 10 in., strap, \$5.94; tee, \$4.06. 12 in., strap, \$8.62; tee, \$6.12. 14 in., strap, \$10.62; tee, \$8.75. Net prices.

Light—Net prices—3 in., strap, \$1; tee, \$1. 4 in., strap, \$1.31; tee, \$1.31. 5 in., strap, \$1.43; tee, \$1.56. 6 in., strap, \$2; tee, \$1.81.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., \$4.30; 8

in., \$4.80; 10 in., \$6.40; 12 in., \$7; 15 in., \$7.50; 18 in., \$11; 21 in., \$12.40; 24 in., \$16; 27 in., \$17.20; 30 in., \$18.50; 33 in., \$21.50; 36 in., \$24.50. Discount, 30%.

Hinges (Barn Door)—6 inch, \$3.60 a dozen pair; 8 inch, \$3.85; 10 inch, \$5.15; 12 inch, \$5.60; 15 inch, \$6; 18 inch, \$8.80; 21 inch, \$10; 24 inch, \$12.80.

Screen Door Sets—No. 1200, \$37.50; No. 1201, \$45 per gross.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3½ lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (Grass)—Canadian, No. 2, \$3.90 per dozen; No. 3, \$4; No. 4, \$4.10; No. 5, \$4.30; Little Giant, \$6.50; Barden Patent, \$6.50. English Fox—No. 2, \$4.65 a dozen; No. 3, \$4.85; No. 4, \$5.25.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—	Price per keg	
	No. 2	No. 1
	Sizes and	larger and
Patterns	larger	smaller
Light iron	0-7	\$6.70 \$6.95
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70 6.95
Heavy iron	6-8	6.70
Snow	1-6	6.95 7.20
New light XL steel	1-6	7.15 7.40
Featherweight		
XL steel	0-4	8.55 all siz.
Special countersunk	0-4	9.25 all siz.
Toe weight (front only)	1-4	9.70 all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; ½ in., \$14.00; ¾ in., \$15.50; 1 in., \$17.50. Less 5% for full reel, 500 feet.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size ½"	\$9.50	\$10.50	\$12.00
Per 100 ft., size ¾"	11.00	12.00	13.50
Per 100 ft., size 1"	13.00	14.00	15.50

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—½ inch, ¾ inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.75 per set; nickel plated, \$1.90.

Handles for above japanned, \$1.85 per dozen. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.73; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.85 net in ½ doz. lots; Westinghouse, \$4.80 in ½ doz. lots.

Jacks (Screw)—1¾x10, \$3.75; 2x12, \$5; 2x16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 34c; 44 ft., 36c; three section extension, 48c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$8.40; B, per case of 6 doz., \$7.

Lanterns—Short or long globe, plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.32.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.25 doz.; 3 dozen cases, \$1.10 doz.; 6 doz. cases, \$1.05 doz., Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.00 per dozen; No. 3, \$2.50; No. 4, \$3.75; Barn Door, No. 5, \$3.00; No. 8, \$4.00.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Machines (Washing)—Dowsell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, 125.00; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$105; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowsell, \$44.10 per dozen.

Mattocks—Cutter or pick, \$9.75 per dozen.

Mixers, Bread (Canuck)—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, \$16 per dozen; O-Cedar, less handle, \$14; O'Cedar, with handle, \$16; S. W. Mops, complete, \$4.65; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$7.90; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 25% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 45%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¼ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slatting, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Cut)—\$4.85.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box, No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2¾ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 30%. American netting, 2 in. mesh, 20% off.

Invincible—No. 1848, 72c a rod; 2060 79c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 20c a gallon; Palatine, 22c; Gasoline, 27c. These prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 66c; machine oil, reg. grades, 36½c; Imperial gas engine oil, 56½c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon; ex. heavy, \$1.25. List less 25%.

Fuel oil, per barrel, net, 11 cents a gallon; from tank wagons, net 10c; tank cars, net 9c, in barrel lots. Barrels charged extra.

3-in-1. Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.15 per 400 ft. roll; No. 2, 75c; Surprise and Stag, 80c.

Tarred Fibre—No. 1, \$1.30; No. 2, 95c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Seythe dry straw, \$3.60; Spruce Sheathing, 36 in. and 72 in. wide, \$6. Asbestos Sheathing, \$8.25; carpet felt, \$3.75; tarred felt, 7, 10 and 16 oz., \$3.45; asphalt felt, \$3.75.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose),

\$1.45 a case; 4 gross (cartons), 4 in., \$1.50; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japaned, \$3.90 per dozen; No. 158, galvanized, \$4.00.

Pumps—	Pitcher	Closed
	Spout	Spout
No. 2	\$3.60	\$3.00
No. 3	4.00	3.30
No. 4	4.70	4.00
No. 70	6.00
No. 80	8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 42½%, Iron burrs, 42½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs; net; burrs, add 50%. Extras on copper rivets, 2½c per pound.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Comet—1 ply, \$1.30; 2 ply, \$1.70; 3 ply, \$2.10.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, \$5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., \$10.50.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 22c a pound; Beaver Manila basis, 19c; New Zealand hemp basis, 19c; Sisal basis, 17c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1¼ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in. basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marline and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ½ in., 62c a pound, 5/32 in., 58c; 3/16 in., 62c; ¼ in. and up, 62c.

Sandpaper—B. & A. sandpaper, less 17½%; Star sandpaper, less 17½%; B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh. black.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 77½% and 2½% Oval Head, bright, 75 and 2½%; Round Head, bright, 75 and 2½%; Flat Head, brass, 70 and 2½%; Oval Head, brass, 67½ and 2½%; Round Head, brass, 67½ and 2½%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.50; 1½ in., \$11.85; 1½ in., \$14.35.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 85c; No. 8, 90c, No. 9, 95c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 50%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, \$29; 2nd, \$28; 4th, \$25.

Draining tools, No. 2 black—1st, \$29; 2nd, \$27.50.

Hollow back scoops, No. 2, black—1st, \$34.50; 4th, \$32.

Coal shovels, hollow back, No. 2, black—1st, \$32; 4th, \$30.

Sand shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Hollow back shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Riveted back scoops, No. 2, black—1st, \$37.50; 2nd, \$35.50; 4th, \$34.

Miners' spring point shovels, No. 2—1st, \$36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add \$1 per dozen net. Half polished, Guelph, Hamilton, Toronto, Kingston. add 50c per dozen net. F.o.b. London, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton, New Glasgow, Amherst, Fredericton, and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Staples (Fence)—Bright, \$4.40 per 110 lb. keg; galvanized, \$5.40.

Staples (in 10-lb. boxes)—Bed, ⅝ in., 20 cents a pound; ¾ in., 18 cents; 1-inch, 16 ½ cents. Blind, ½ inch, 23 cents; ⅝ inch, 22½ cents; ¾ inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$23 each; Perfection No. 33, 3 burner, \$28; Per-

fection No. 34, 4 burner, \$36.50; No. 35, 5 burner, \$51; No. 22G over for above stoves, \$8.50. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$6.80. Detroit Glass Front Oven, No. 85, each; net. Hot Blast.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz. Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.00; awning, \$4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22½¢; brackets for this, per doz., \$2.00. National Flat Track, 1¼ in. per 100 ft., \$10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No.

1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine Binder—500 ft., 11½¢ a foot; 550 ft., 12½¢; 600 ft., 12½¢; 650 ft., 13½¢. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ¼ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 65c 4 ply, lb., 68c.

Cones, 3 ply, lb., 62c; 4 ply, lb., 65c.

Traps (Game)—Victor No. 1, \$2.00 per doz.; Giant, No. 1, \$3.10 per dozen; Jump, No. 1, \$3.10; Hawley Norton, No. 1, \$4.50; Newhouse, No. 1, \$6.75. All these include chains. Mouse, \$2.80 per gross. Rat, \$1.20 a dozen.

Trowels (Bricklayers)—Rose make—Size No. 10½, \$25.20 a dozen; No. 11, \$25.80; No. 11½, \$26.40.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Squares (Steel)—No. 3, \$21.60 dozen; No. 14, \$19.60; No. 100, \$24. Nickelled and blued, extra.

Wire—Annealed or Bright—Advances over base price on sizes lighter than No. 9: No. 9 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Annealing, no extra. Oiled and annealed extra, 15c. Coppering and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Bright base, \$4.00. Annealed base, \$4.00. Galvanized base, \$4.35 for No. 9.

Barbed wire, \$4.10. Coiled spring wire, 9 gauge, \$4.10.

Wheelbarrows—Navvy, steel wheel, \$105 a dozen; garden steel, \$78.75; light garden, \$84. F.o.b. Montreal, Toronto, London.

Stovepipe Wire—No. 18, \$8.75; No. 19, \$9.25.

Wrenches (Crescent)—4 and 6 in., \$7.80; 8 in., \$9.60; 10 in., \$12.00.

(Stillson)—6 in., \$2; 8 in., \$2.25; 10 in., \$2.50; 14 in., \$3.50; 18 in., \$5; 24 in., \$7.25; 36 in., \$13.50. Disc., 55% on Canadian, 42½% on genuine.

**NEW
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for
LIVE
DEALERS**

STANDARD CLEANING PRODUCTS
81 Bond St. Limited Toronto

IMPERIAL PAINT CLEANER is a red-hot seller. A demonstration convinces the most skeptical. DON'T lose a share of your business—write to-day to your nearest jobber or

THE PARMENTER BULLOCK CO

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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

STEEL

Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

THE STEEL TROUGH & MACHINE CO. LTD.
TWEED - ONT.

Insurance on Your Dwelling

How about it?

Are you aware that it can be written in THE CANADIAN HARDWARE & IMPLEMENT UNDERWRITERS at a 50% saving over old line rates.

A three year policy at 2 times the annual premium with a 50% dividend makes a pretty smooth saving.

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and property which you own outside your hardware business can also be written by our company in Class "C" at a 30% saving.

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"If you take inventory on the Selling Price you can take two inventories in the same time you formerly took one."—
Frank Stockdale.

The Best Tackle Trade

is the trade of fishermen who are recognized by friends and acquaintances as experienced anglers. The real fisherman not only wants "Abbey & Imbrie" reliability in his tackle but will go out of his way to the store that displays The Sign of the Leaping Dolphin.

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Division of
Baker, Murray & Imbrie
97 Chambers St.
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BETSEY BROWN ELECTRIC IRON

"The Iron that Gives Satisfaction"



Stock up NOW and
be ready for the
warm weather
demand.

BURLINGTON ELECTRIC COMPANY
BURLINGTON - ONTARIO

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 6-8c; less quantities, 10-12c.
Raw and Burnt Sienna, 100 lb. kegs, 6-8c; less quantities, 10-12c.
Imp. green, 100 lb. kegs, 17c.
Chrome green, C.P., 45-50c.
Chrome yellow, 20-40c.
Brunswick green, 100 lb. keg, 12c.
Indian red, 100 lb. keg, 08-18c.
Lamp black, in bulk, 26c; packages, 30-38c.
Venetian red, best bright, 6-8c; No. 1, 5c.
Drop black, pure dry, 18-20c.
Golden Ochre, 100 lb. kegs, 8c.
White ochre, 100 lb. keg, 6c; barrels, 5c.
Yellow ochre, barrels, 4-6c.
French ochre, barrels, 6-8c.
Spruce ochre, 100 lb. keg, 6-8c.
Can. red oxide, bbls., 4c.
Vermillion, American, 35c.
English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; **Indian red**, 40c; **Chrome yellow**, pure, 50c; **Golden ochre**, pure, 34c; **French spruce ochre**, pure, 29c; **Greens**, pure, 35c; **Siennas**, 37c; **Umbers**, 37c; **Ultramarine blue**, 70c; **Prussian blue**, 95c; **Chinese blue**, 95c; **Drop black**, 42c; **Ivory black**, 44c; **Signwriters' black**, pure, 50c; **Imperial black**, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c; red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$8; white, 100's, packages, \$7.50; colors, bbls., (250 lbs.), \$7; white bbls., (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: **Dougall white enamel**, \$6.40; **Vitalite**, \$7.93; **Duralite**, \$6.10; **Old Dutch**, \$6.36; **B-H "White"** Enamel, \$6.60; **Martins**, white, \$7.10; **Satinette**, \$7.24; **C. P. Co. Albagloss**, \$6.40; **C. D. Master Painters**, \$6.85; **Mooramel**, \$7; **Lowe Bros.**, Linduro, \$7.10; **Sunshine**, white, \$6.10; **Kyanize**, \$8.10; **Solpar**, \$4.60; **Paripan**, \$9.10; **Jasperlac**, \$4.25; **Invincible**, \$6.10; **Hillcrest**, \$5.50; **Adelite A. & E.**, \$7.65; **Floglaze**, \$4.60; **Ripolin**, \$7.19.

Glass—	Star or Double
Case lots,	16 oz. or 24 oz.
Up to 25	\$12.00 \$19.60
26 to 40	14.90 24.40
41 to 50	16.20 26.60
51 to 60	16.90 27.60
61 to 70	17.60 28.80
71 to 80	18.60 30.30
81 to 84	21.70 35.30
85 to 90	22.80 37.00
91 to 95	22.80 41.30

Discounts—Imported, 45%; domestic, 42%.
Cut size sheet glass, 75 per cent. off November, 1920, list. **Plate glass**, 50%.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	\$14.25	\$14.70
Champion pure	14.25	14.70
Crown Diamond, pure ..	14.25	14.70
Green Seal, pure	14.25	14.70
I. V. Perfection	14.25	14.70
Ramsay's pure	14.25	14.70
Moore's pure	14.25	14.70
Tiger, pure	14.25	14.70
O.P.W., Dec., pure	14.25	14.70
Elephant Genuine	14.75	15.20
BB Genuine, less than tons	15.60	16.05
Maple Leaf, pure	14.25	14.70

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$10.50; Genuine, 100 lb. casks, \$12.25; less quantity, \$12.50. F.o.b. Montreal and Toronto.

Glue—English, sheet, per lb., 22c to 25c; **White pigfoot**, 50c; **Cake bone**, 112 lb. bags, 20c to 30c; **Hides**, 112 lb. bags, 25c to 30c; **Ground glues**, 112 lb. bags (English), per lb., 20c to 22c; **Canadian**, 11c to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.50. Boiled—1 to 2 bbls., \$1.53.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Everjet Black Enamel—Crates, 2 doz., \$3 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.60; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, \$4.45; Sanditone white, \$3.80; Sanitone, colors, \$3.70; **C. P. Co.**, pure white, \$4.45; **C. P. Co.**, pure colors, \$4.10; **C. P. Co.** oor paint, \$3.90; Elephant floor paint, \$3.65; Victoria floor paint, \$3.05.

B-H English colors, \$4.10; English, white, \$4.45; Fresconette, white, \$3.70; Fresconette, colors, \$3.70; floor, \$4.00; porch floor, \$4.10.

Crown Diamond, white, \$4.35; colors, \$4.00; floor, \$3.90; porch, \$3.95; flat wall tone, white, \$3.80; colors, \$3.70.

Moore's House Colors, white, \$4.20; colors, \$3.95; Preservo Paint, white, \$3.10; colors, \$2.90; floor paint, \$3.50; Sani-Flat, \$3.50; Porch and Deck Paint, \$3.75.

I. V. Elastica, white, \$4.05; Elastica, colors, \$3.80; Flatine, int. wall, white, \$3.80; Flatine, int. wall, colors, \$3.70.

Lowe Bros., H. S. White, No. 328, \$4.45; H. S., color, \$4.10; H. S., floor, hard drying, \$3.90; H. S., porch, \$4.10; Mellotone, flat wall, white, \$3.75; color, \$3.60.

Jamieson's Crown Anchor, \$3.70.

O.P.W. Canada Brand, white, \$4.45; colors, \$4.10; floor, \$3.90; Flat Wall, white, \$3.80; colors, \$3.70.

Ramsay's Pure, white, \$4.30; colors, \$3.95; floor, \$3.80; porch, \$3.95.

Glidden's white, \$4.45; colors, \$4.10.

Martin-Senour, 100%, white, \$4.45; colors, \$4.10; porch, \$4.10; Neutone, white, \$3.80; Neutone, colors, \$3.70; floor paint, \$3.90.

Sherwin-Williams, white, \$4.45; colors, \$4.10; floor, \$4.00; porch, \$4.10; Flat Tone, white, \$3.80; colors, \$3.70.

Maple Leaf, white, \$4.05; colors, \$3.70; floor, \$3.65.

Pearcy's Hillcrest, colors, \$3.45; white, \$3.80; floor, \$3.35.

Adelite, white, \$4.30; colors, \$3.95; Industrial white, \$3.85.

Paris Green—100 lb. lots—½ lb. paper cartons per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 to 100 lb. drums, 46c; 250 lb. kegs, 44½c; 600 lb. barrels, 44c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$5.20; 100 lb. drums, \$5.70; 25 lb. drums, \$5.95; 12½ lb. irons, \$6.20; bladders in bbls. (400 lbs.), \$6.95; in cases (100 lbs.), \$7.20. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Varnisher, \$3; Chalclo, \$3; Klensa, \$3; Cumoff,

\$3; Dougall Lingerwett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per gal. in 5-gal. lots—White, \$5.00; orange, \$4.50. Gal. jugs, white, \$5.05; orange, \$4.55. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	\$1.45	\$1.70
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Solignum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine—Single bbls., gal., \$2.30; 2-4 bbls., gal., \$2.29; 5 gal. lots, per gal., \$2.35.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.18; Hard Oil, \$2.76; Gold Medal, \$3.42; Elastilite, \$3.96; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; **Sun Aero Spar**, \$4.60; **Sun Waterproof Floor**, \$4.10.

Glidden Wearette, \$4; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; **Indestructo**, floor, \$3.40. **Pale Hard Oil**, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-ite Floor, \$4.32; **Wood-Var**, \$4.16; **Durable Spar**, \$5.23; **Finest Interior**, \$4.97.

Moorlastic Floor, \$4.25; **T. 45 Floor**, \$3.50; **Moorvar Interior**, \$3.25; **Moore's Spar**, \$5.

S. W. Mar-not, \$4.03; **Rexspar**, \$5.14; **Scar-not**, \$4.76.

Lowe Bros. durable floor, \$4.60.

Solpar, Spar Marine, \$6; **House Spar**, \$4.60; **Floor**, \$4.60; **Interior**, \$3.60.

Kyanize Spar, \$5.25; **Cabinet Rubbing**, \$4.95; **Interior and Floor**, \$4.95.

Luxeberry light, \$4.56; **Granite**, \$4.56; **Spar**, \$4.73.

Ramsay's Universal, \$3.80; **Agate Floor**, \$3.80; **400 Hard Oil**, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.28; **Furniture**, \$2.30.

Dougall Univarnish, clear, \$4.50; **Transparent**, spar, \$5.00; **Transparent**, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$3.50; colors, \$3.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$3.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., \$1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal", 310 lb. bbls., 10½c; Sturgeon's Solpar, 10c.

Waste—Cream, polishing, 24c; White—xxx, 21c; Colored—No. 1, 14½c.

Wax—B-H Wax, 45c; **Berry Bros.**, 50c; **Imperial Floor Wax**, 35c; **Anchor**, 35c; **O.P.W. Lion Brand**, 38c; **Old English**, 67c; **Johnson's**, 67c; **Jamieson's liquid wax**, gal., \$3.60; **Ramsay's**, 45; **Martin-Senours**, 35c; **I. V. Wax**, 38c; **Sherwin-Williams**, 48c; **Solpar**, \$1.75; **Crown Diamond**, 38c; **Hillcrest**, 45c; **Plymouth Rock**, 45c; **Champion**, white, 50c; **Ad-el-ite** paste, 45c.

Whiting—Plain, in bbls., \$2.00; **Gilders**, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons, \$1.55; Methylated Spirits, \$1.70.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, \$1.70.

Toronto—The Pyrene Mfg. Co. of Canada Ltd., have moved their Canadian factory from Montreal to 12-9 King Street, Toronto, in the Russell Motor Car Co. building. E. G. Wood, formerly manager of the Canadian National Carbon Co. Ltd., Toronto, has returned to Canada as manager of the Pyrene Company. A plant will also be located in the Niagara district at which they will manufacture "Off and On" Tire Chains.

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Two Necessities in Every Garage

Prevent Accidents with a

PHENIX GARAGE DOOR HOLDER

Keeps doors from slamming. Easily turned up or down by hand or foot. Automatically locks itself. Equally effective on any solid floor construction, level or pitched. No broken headlights and bent up fenders.

No "Come back" to fear.



Holder No. 52

GARAGE DOOR ROLT

Specially designed and made for Garages, Factories, Warehouses and Fire Doors.

One turn of the handle locks and unlocks top and bottom Bolt.

Withstands the severest service the year round.

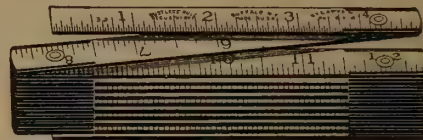
Order Them Today



Phenix Mfg. Co.

030 Centre Street
MILWAUKEE, WIS.

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as durable.

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

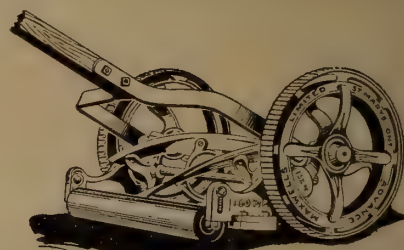
5 Lafayette Avenue

Buffalo, N.Y., U.S.A

LAWN MOWER SEASON IS AT ITS HEIGHT

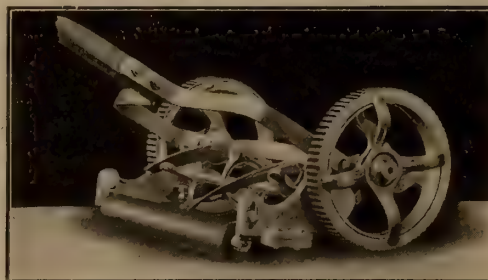
Maxwell

ADVANCE LAWN MOWERS ARE IN THE FOREFRONT BY MERIT

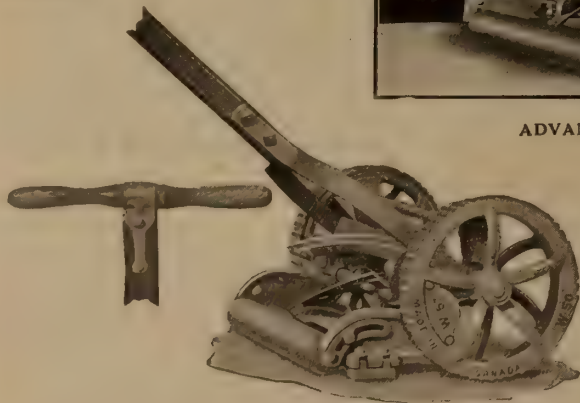


ADVANCE 10 1/2" Wheel

Conservative buying may have been considered good buying—



ADVANCE 9" Wheel



ADVANCE 8" Wheel

But requirements will now exceed your purchases.

Specify your extra needs NOW. or you may be too late to take advantage of profitable business.

Advance mowers are made in 10 1/2", and 9" and 8" wheels—brass or ball bearings. Three, four or five knives as required—When ordering through Jobber specify ADVANCE.

MAXWELLS LIMITED
ST. MARYS, ONT., CANADA



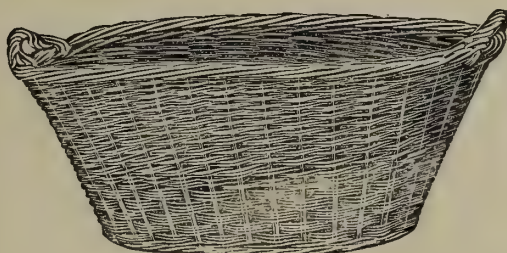
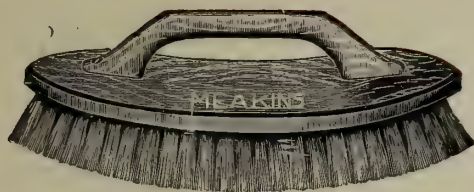
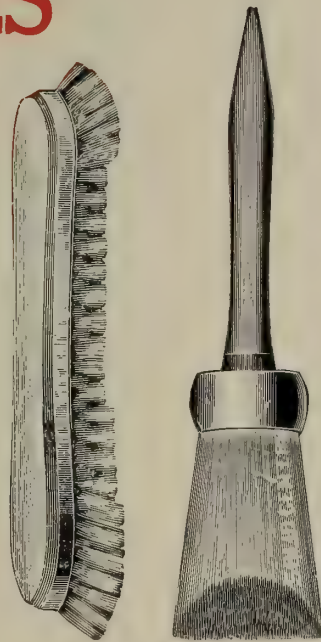
MEAKINS BRUSHES

For all Clean Up and Paint Up Purposes

Meakins Brushes are undoubtedly the best value in brushes today, and whether your trade wants Brushes for paint, Varnish, Alabastine, Whitewash, Art Work, Washing or Cleaning Brushes, for Household, Factory or Office, you know that in "Meakins" you will get top value.

Meakins Brushes never fail to give the utmost in service. They have the quality that gives satisfaction and brings repeat orders.

Sales producing window trims furnished on request.



MEAKINS & SONS LIMITED

HAMILTON CANADA

Branches at; Montreal Winnipeg London Toronto Vancouver Liverpool, Eng.

MAKERS OF GOOD BRUSHES SINCE 1852



A NEW IDEA IN COUNTER DISPLAY

Bird of Paradise Pattern - Community Plate

THE new Improved Petit Buffet Tray is a wonder from every angle.

A real Tray with beautifully fashioned handles. Attractive and convenient for use in selling.

Sell silverware from the tray—either the staple pieces or the complete set.

With the complete set, your purchaser gets the tray free. This means that even your newest clerk can easily sell the entire 26-piece set instead of the half dozen pieces the woman intends to buy.

Also furnished in Grosvenor, Adam, Patrician and Sheraton patterns.

THE TRAY IS FREE WITH SILVERWARE

Remove the cover
and it goes to work
for you at once



In harmony
with any store
fixtures

HARDWARE

ACCESSORIES - SPORTING GOODS

PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

VOL. 15, No. 6

Published Monthly by WESTON WRIGLEY, 8 University Avenue, TORONTO

JUNE, 1923

Remington



THE NEW REMINGTON HI-SPEED RIFLE CARTRIDGES

Produced for nearly every standard rifle—calibres .25, .30, .32 and .35 U. C. give greater velocity and energy, lower trajectory and therefore greater accuracy and killing power at no higher price than for ordinary cartridges. Remington Hi-Speeds are speeding up the demand and rapidly becoming

THE BIGGEST SALES MAKERS IN THE AMMUNITION WORLD

With the new Remington Mushroom and Bronze Point Bullets, giving maximum smashing power and the new Remington Nickeled Primer giving faster ignition. Remington Hi-Speeds make almost any rifle a high power arm.

These are the Cartridges your customers want—better order at once. Only small stocks are needed—a range of only 12 cartridges cater to every game need. Here is the list of Remington Hi-Speeds. Please keep it for reference.

- | | |
|---|--|
| .25 Rem. Hi-Speed Mushroom. | .30-40 Krag Hi-Speed Bronze Point. |
| .25-20 Win. Mar. Remington Hi-Speed Mushroom. | .32 Rem. Hi-Speed Mushroom. |
| .25-35 Win. and Savage Hi-Speed Mushroom. | .32 Win. Mar. and Remington Hi-Speed Mushroom. |
| .30 Rem. Hi-Speed Mushroom. | .32 Special Hi-Speed Mushroom. |
| .30-30 Win. Mar. and Savage Hi-Speed Mushroom. | .35 Rem. Hi-Speed Mushroom. |
| .30 Springfield Hi-Speed Bronze Point Bullet 150 grs. | |
| .30 Springfield Hi-Speed Bronze Point Bullet 180 grs. | |

All the other popular Sporting Cartridges in all calibres furnished at once if desired.

ASK YOUR JOBBER'S SALESMAN FOR FULL PARTICULARS

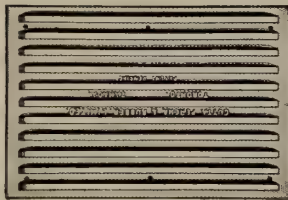
Remington Arms Company, Inc.

Cunard Bldg., 25 Broadway, New York City
(Remington UMC of Canada Ltd.)

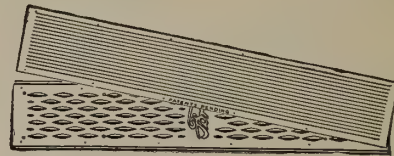
The Kind They Know

"GUTTA PERCHA"

Automotive Equipment



Step Pads

Rubber
Headed
Mallets

Running Board Mats

Sealtite
Patches

It pays to sell the well and favorably known line. It eliminates long explanations and saves your selling time. "Gutta Percha" Accessories are familiar to most motorists. They include:

Running Board Mats,
Radiator Hose,
Rubber-Headed Mallets,
Blow-out Patches,
Cementless Patches,
Vulka Patches,
Seal-Tite Patches,

Floor Mats,
Gasoline Hose,
Pedal Rubbers and
Wind proof Mats,
for Ford Cars
in models for Sedan,
Touring and Coupe Bodies.

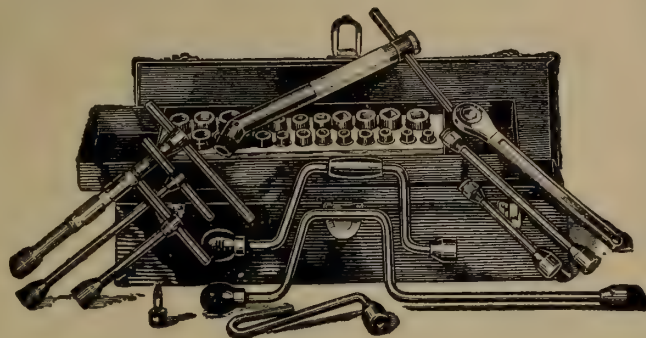
Gutta Percha & Rubber, Limited

Head Offices and Factories, TORONTO

Branches from Coast to Coast



**768 Wrenches in One
Compact Outfit
of 8 Grips and 24 Sockets**



Garage Men

Let Your Dealer Show You the Merits of

BILLMONT WRENCHES

First of all, the Billmont is not a mere wrench—it is an equipment of wrenches. The Billmont equips the garage man with all the wrenches he needs, to reach any nut on any make of car, and spin it off or spin it on without a struggle. And yet—

The Billmont Outfit complete consists of only eight handles or grips with 2 extensions and 24 interchangeable sockets. With 24 sockets, the Billmont can turn any standard hexagonal nut from $\frac{3}{8}$ of an inch to 1 inch, and any square nut from $\frac{7}{16}$ to $\frac{3}{4}$ inches. Right there in that outfit, gentlemen, you have the equivalent of 768 separate wrenches.

In addition to these, are an interchangeable screw driver at-

tachment, an adapter which permits the use of any socket with $\frac{1}{2}$ -inch shank, an oil plug remover, and a Ford valve grinder.

Billmont Wrenches are becoming the standard equipment in high-class garages, as they are in the leading automobile plants. They are modern time and labor-saving tools making for economy and efficiency.

Dealers, order from your jobber a sample Mechanic's Kit and show the Billmont to the garage men, the automobile and repairmen, the truck owners and farmers owning tractors and other machinery requiring wrenches.

Write us and we'll send you our complete catalogue.



24 Sockets
 $\frac{3}{8}$ to 1 inch

The Russell Gear & Machine Company, Limited
1209 King Street West, Toronto, Canada



AND NOW WE THANK YOU

In announcing the sale of our long established line of "Jewel" heating and cooking stoves, gas ranges, hotel ranges, pipe and pipeless warm air furnaces and registers to Clare Bros. & Co., Limited, Preston, we desire to extend our appreciation of the hearty support and co-operation accorded to us by our customers in the hardware and heating trades throughout Canada during the past half century.

You may be assured that Clare Bros. & Co., Limited, who will in future manufacture "Jewel" stoves and furnaces, will continue to maintain the high standard set by us in the manufacture of the "Jewel" line, and will give our former stove and furnace customers the best possible quality and service.

The sale to Clare Bros. & Co., Limited, does not include our scale and currycomb lines.

Burrow, Stewart, & Milne Company, Limited
HAMILTON - CANADA

“JEWEL”

**COAL and GAS RANGES
STOVES and HEATERS
FURNACES and REGISTERS
WILL IN FUTURE BE MADE BY US**

We have purchased the stove and furnace business carried on for over half a century by the

BURROW, STEWART & MILNE CO., LTD.

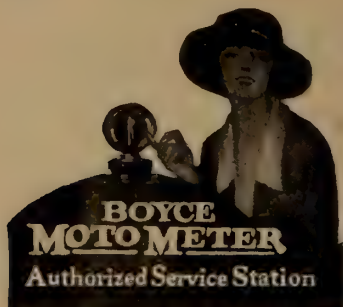
and solicit a continuance of the business of the hundreds of stove dealers and furnace installers throughout Canada who know the merit of the “Jewel” line.

The “Jewel” trade mark is recognized as a guarantee of the highest quality and it will be our policy to maintain the high standard set by the former makers of the “Jewel” line.

*All orders should be addressed to us at
Preston to ensure prompt delivery*

CLARE BROS. & CO., Limited, Preston, Ont.

**MANUFACTURERS OF “PENINSULAR” STOVES AND RANGES
“HECLA”, “SUCCESS” AND “HILBORN” WARM AIR FURNACES**



Ask 'Em to Buy



Are You a Boyce Moto Meter Authorized Service Station?

Are you one of the thousands of dealers who are profiting through this splendid business building plan?

The Boyce Moto-Meter Authorized Service Station Policy was inaugurated to build business for *you*—to open up channels for bigger profits through good-will created by giving *immediate* consumer service.

By service we mean the ability to *please*—whether it be through providing protection for your customer's car through the sale of a new instrument, or maintaining that same protection by making a minor repair on "the most

necessary instrument on his car."

By means of this plan prospective customers are directed to your garage or store. Our national advertising provides for this. But the benefits of the Boyce Moto-Meter Service Station Policy do not stop *there*. By giving *immediate* service you create a confidence in yourself on the part of the customer, which will lead to sales of other profitable merchandise.

The details of Boyce Moto-Meter Service Station operation are simple, while the results are astonishing. If you have not enrolled, write to-day for information.

THE MOTO-METER COMPANY OF CANADA, Limited

Hamilton, Ontario.

Motorists Want Them You Should Stock Them



The Goodyear Tube Repair Kit and Goodyear Tire and Auto Top Paint are two accessories of outstanding value and usefulness to the automobile owner. They are asked for everywhere.

Goodyear Patching Cement in attractive cartons and Goodyear Blowout Patches enjoy a particularly large sale.

Goodyear Fan Belts have established a reputation which keeps them in constant demand. They are absolutely the best belt for any car.



Buy Goodyear Accessories from your Jobber:

Canadain Fairbanks-Morse Company.
All Branches

Miller-Morse Hardware Co. Limited,
Winnipeg, Man.

Walkerville Hardware Co. Limited
Walkerville, Ont.

Bowman Brothers Limited,
Regina and Saskatoon

R. G. Edgcombe & Co.
London, Ontario

Mackenzie, White and Dunsmuir,
Vancouver, B. C.

St. Lawrence Oil Co.
Gananoque, Ont.

The Sumner Co. Limited
Moncton, N. B.

The Goodyear Tire & Rubber Co. of Canada, Limited

How The Weather Has Affected Your Fence Bussines

The late season has made a difference in your fence sales. Ordinarily the farmer buys his fence early. This year the cold weather held him back.

However, in spite of the late season, the farmer has finished his seeding in good time. He now has an opportunity to fence, but he will want to do it quickly. He won't want to wait until you order from the factory.

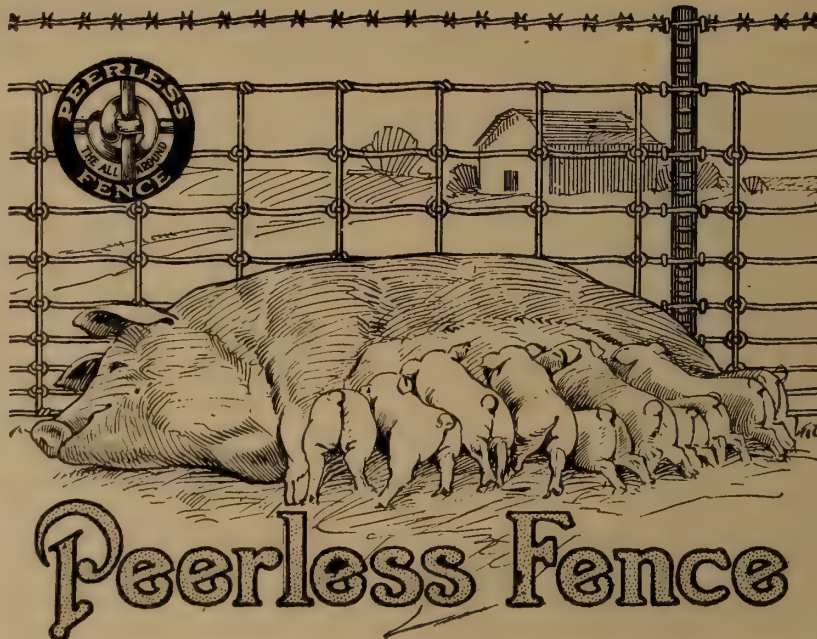
If you can make prompt deliveries, you should do a good fence business during the next few weeks. The farmer hasn't much time and the dealer who can fill his orders promptly from stock will get the business.

A word to the wise—look over your stocks and replenish them now.

PEERLESS WIRE FENCE COMPANY LIMITED

HAMILTON, ONTARIO

Extra
Strength
for
Extra
Strains



Stands
Every
Test

FARM FENCE.—The farmer likes Peerless Farm Fence. Experience has shown him it stands the tests of time, strength and appearance. Peerless quality means repeat orders and to handle Peerless Fence is to build up a permanent fence business.

LAWN FENCE.—While Peerless Lawn Fence is sturdy and durable, its decorative function has not been overlooked. It is at the same time handsome and strong. That is why it makes such an appeal to the home owner who seeks to add dignity and privacy to his property.

POULTRY FENCE.— With all heights from 3 to 8 feet the dealer who handles Peerless Poultry Fence can supply every requirement. He doesn't have to say "No" to the customer who wants an 8-foot fence to stop high flyers.

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HARDWARE

ACCESSORIES - SPORTING GOODS
PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT
A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

A Consolidation of
HARDWARE and
ACCESSORIES
CANADIAN TIRE and
ACCESSORY JOURNAL
and the
CANADIAN HARDWARE
JOURNAL
Established 1909

VOL. 15—No. 6

8 UNIVERSITY AVE., TORONTO, JUNE, 1923

\$1.50 Yearly in Canada

ATTRACT WOMEN THROUGH WINDOW

D ID you ever study a Chain Store window? Everything displayed in that window goes together to get a single simple but powerful suggestion across to the passerby. It may be enamel ware for the kitchen or some other line of goods but it features one single unified idea for the mind to take hold of.

Try to induce the women to think of the local hardware store as her intimate personal shopping center for her home. Seek her trade by putting in window displays that appeal to her household needs.

Women do 60 per cent of the actual purchasing for the home, and dictate or influence half the other 40 per cent. A woman is buying for her home fifty-two weeks in the year. It is her serious business in life.

Can you blame her for judging her home dealer by his hit-or-miss window—and taking her money out of town to a real merchant?

BEAT THE CATALOGUE HOUSE

Your mail order competitors face the same conditions that confront you. They know that they must sell more articles and they are doing their utmost to gain that end. Their added efforts is your spur to better merchandising.

Your catalogue competitor cannot shake hands with your customer. He cannot visit the farmer, in the community meetings. He cannot show the merchandise and talk its qualities direct to the man who buys. If there is to be a loss of sales make it your business to keep that loss away from your store.

Buy with the determination to make business good now and in the future. Instead of a gross of one article have a dozen each of twelve articles. If you must cut down stock do it in quantity and not in range.

GET OUT AND SELL PAINT

PUT in a certain number of hours per week in soliciting paint and varnish business outside of the store and outside the town.

There are ambitious young men behind your counter. There are certain times in the day when they could be spared from the store. Give them the chance they want to demonstrate their ability as salesmen. Let them spend a certain number of hours per week in soliciting paint and varnish business.

A flivver ride through the surrounding country will disclose nine unpainted barns in every ten. Implements will be seen rusting and rotting on almost every farm. The alert salesman on the ground will have the help of every

silos, every fence, every house in selling their owners surface protection.

The outside salesman has a great advantage in that he can see the surfaces that need protecting and point them out. House-to-house, factory to factory, store to store canvassing for paint and varnish always pays. And it starts the painting habit—one job always leads to another. Don't overlook outside personal solicitation if you want to build a far greater paint and varnish business.

COSTS OF DOING BUSINESS

A ccording to the figures supplied by a business expert the total sales of the average store in a town of 20,000 are \$57,912. Seventeen percent of the sales should be spent for salaries and the total expense percentage of sales is twenty-five and three-tenths percent.

This is the average with four salesmen including the owners.

The average sales per salesman are \$14,478, while the per capita sales are \$2.85. The owner's salary in this plan is \$2136 and the amount spent for advertising is \$452.50; the clerk's salaries total \$7,956.32.

Here office supplies are estimated at \$101.64, postage at \$88.79, heat, light and water at \$146.41, and delivery at \$631. Rent is placed at \$960; while repairs are listed at \$64.02 and insurance at \$303.16. The total expense in a store of this class is put down at \$14,674.46, as against total sales of \$57,912.40.

WERE I A DEALER

I would paint my name on the fences;
I would picture my goods on the sheds;
I would send my cards to the brides-to-be,
And call on the newly-weds!

I would make a list of the grand-dads,
And the dear grandmothers, too;
Of the preachers and painters, the workmen
and women,
The poor and the well-to-do.

And I'd deluge them all with letters,
Explaining their need of me!
I would picture my store as a bit of a town
That everyone in it should see!

And when they arrived, I'd extend the glad hand
The moment they entered the door,
With so hearty a greeting, that after the meeting
They would all buy their goods at My Store.

Specify the Slater Line

Whose Responsibility ?

A little discussion concerning the person who really decides on building specifications for the home.

Builders' Hardware Sales Manager—



The builders' hardware merchants, the architects, the contractors and the owners that influence the question of what shall go into the building of a home. Which is the most important man in your estimation? Which determines what shall be specified for the building? I think I know my answer: but I wanted to know your opinion.

Architect—

I specify only the general qualities and sizes. It is not my business to go into details concerning styles to be used, except of course, in case of more important jobs, and then it is not my place to mention particular brands.



Sales Manager—

So in general, your responsibility for determining is largely confined to what you consider the larger operations. Would you feel it your duty to specify sliding doors on any and all garages, say, or coal doors on a home of \$5,000 value?

Architect—

No, not on a home of such low valuation, we don't have many of that class to design. That's a contractor's job.

Sales Manager—

Then for the ordinary home you would think the contractor should specify?

Builders' Hardware Merchant—



I don't think that it is up to me to "sell" any line of hardware. It is up to me to "stock" the lines that move easiest. The contractor comes to me and says send me such and such hardware and I send it. If I haven't what he asks for, and a few more ask for that kind, then I stock that kind.

Sales Manager—

Then you do not attempt to study improvements, and keep the contractors up to the minute in matters of builders' hardware?

Merchant—

I have not considered that my business.

Contractor—

I'm no more of an educator than the builders' supply—I give them what *they* ask for.

Sales Manager—

Then you think that the owners should each study building equipment? Somewhat unfair to the novice, is it not? As makers of S.B. garage, parlor and barn door hangers we are always making it our business to interest you all—architects, contractors, builders' supply and owners—in better and more complete building hardware to conform to the general improvements in home building of medium price to-day.

We all must share this responsibility—the owner least of all. He relies on the rest of us for guidance.



N. Slater Co., Limited

T. Mortimer & Co., Toronto
H. E. O. Bull, Montreal

Hamilton, Canada

A.T. Chambers, Vancouver, B.C.
N.J. Dinnen, Winnipeg, Man.

CLEAN UP AND PAINT UP NOW

In these modern days community spirit reveals itself in surprising ways. In olden times the pioneers had "bees," occasions when the neighborhood gathered to assist in raising the framework of a heavy-beamed house or barn or do some other good deed for a neighbor. The woman met together to assist at quilting or rag-sewing.

In those times the nursing of a neighbor, who was suffering from accident or sickness was undertaken by the kind-hearted friends in the community, I can recall many nights when my father served his turn in caring for a neighbor who had broken his leg.

To-day assistance to the individual is less needed. The vast increase in facilities for human comfort, the multiplication of machinery and the many aids to happiness and convenience have done away with the need of most old-fashioned community activities.

Now we group together to aid the community instead of the individual. We have tax payers' associations, and many other organizations and civic clubs now back "Clean-up Week," or "Clean-up and Paint-up Week."

The objectives are the removal of rubbish piles, of insect-breeding places. But the plan does not end with the street, sidewalk, are away and vacant-lot cleanliness. It extends to the attics and basements of our homes.

This is a splendid movement, because, for one thing, it protects against fire. But more than this, rubbish in the home affords a breeding place for rats and mice, notorious carriers of disease. Bubonic plague, epidemic jaundice, and we know not how many other diseases, are transmitted by rodents.

Vermin of every variety are disease carriers. Repairing the broken plaster, filling the cracks in floors, walls and ceilings, and doing away with all the crevices in which lurk the filthy creature inimical to health and well-being—this is a worthy movement which should arouse the enthusiasm of every citizen.

By all means, let us have a clean up week in every community. Let us clean the streets and the out-of-the-way places. Let us mend the fences, paint the houses and all the buildings of our particular group. Let us plant flowers and garden seeds.

We depend for inspiration, for happiness, for ambition upon our surroundings. Beauty, cleanliness and orderliness make for clean minds, good thoughts, right habits, and, consequently for good health.

POINTERS ABOUT BRUSHES

The first thing a householder thinks of when he purchases a paint brush (and reliable reports claim that 75% of the paint brushes are purchased by householders) is whether the brush will shed its hairs when he starts to use it. Many brushes do shed their hairs when put in use, but it is frequently on account of the brush being used for a purpose for which it was not intended.

"I would therefore, says a writer in the National Hardware Bulletin, either make sure that all of my retail salesmen were well instructed as to the proper brush to be used for various purposes and see that my customers were supplied with such brushes which are made for any use and will not shed bristles, regardless of the materials in which they may be used."

What is called cement-set brush cannot be used in any materials containing alcohol, since alcohol will dissolve the bristle-binding material.

Glue-set brushes are commonly made for use in materials containing alcohol, but cannot be put in water, since water will soften the glue. Pitch-set floor brooms and dusters

cannot come in contact with oil for the same reason. There are lines of brushes on the market which are so constructed that they can be used in any manner without shedding bristles.

CANVASSED TOWN FOR PAINT SALES

Written for Hardware and Accessories by W. E. DALEY.

Brace, McKay & Company, Limited, Summerside, P.E.I., an enterprising hardware firm in a town of 3000 population decided during the slow months of the winter 1922 that in order to sell well it was necessary to canvass. So a list was kept of every house needing paint and every salesman, office man and executive was drilled to the work of securing names for the list, as well as finding out the approximate quantity of paint needed and the numbers of buildings to be painted, etc.

Needless to say that just before the time for painting the office force was kept exceedingly busy sending out letters, price lists, shade cards, and the advertising force in getting out propaganda and the like. Every man was kept right on the job and they were interested in seeing how many sales they could make. Painting seemed to be in the very air.

No matter where one would walk would be found evidences of paint and painting. The sales increased, and the stock of paint rapidly decreased—every one seemed to be painting. Those who had not figured on painting appeared so shabby next their newly painted neighbor that they painted their house too.

Of course this firm did not sell all the paint. Competition was strong and there was lots of it but owing chiefly to hard work, intelligent advertising and getting after each and every prospect personally enabled them to put their quota far ahead of all competitors.

GOOD HOUSECLEANING WINDOW

The Danforth Branch of Mathewson Hardware have been running a window featuring house cleaning articles, paint, etc., that has attracted a great deal of attention. A line was strung across from one corner of the window to another, to imitate a clothes line. On this were put several cloths cut in the shape of articles of clothing and on which was printed: "Our line of housecleaning supplies is complete," "make housecleaning easy—use our lines," "we carry only the best lines made," "Line up with those who buy at Mathewsons," "You are on our line for housecleaning needs," "Phone Gerrard 2—." On the floor of the window were arranged brushes, paint, wax, putty knives, polish, boilers, clothes pins, paste, etc., and dozens of articles valuable to aid in the spring housecleaning.

From this window they derived enormous results. On one style of polish, alone, they sold more of it since the running of the window than they had ever sold on any previous display. It only proves that a display window can be made more successful in attracting trade by using in it some out of the way idea.

GASOLINE PUMP MAKES CUSTOMERS

Harrison & Gould, who have a large sale of accessories attributes a large part of their success to the gas pump outside of the store. Mr. Gould says that a gasoline pump attracts customers to the store who ordinarily would not stop. Moreover, he adds it gives the store a chance to get acquainted with prospective customers, in a way that allows them more of an opportunity to use their powers of observation and their ingenuity as salesmen. A gas pump, window displays, circular advertising and sincere service to customers will build up auto accessories into one of the most profitable departments any hardware store can have.

How To Compete With the Chain Stores

How the Ambitious Retailer Can Expand His Business and Fight His Chain Store Competitors With Their Own Weapons—Establishing the Branch Store.

The Third of a Series of Copyrighted Articles by WALTER S. HAYWOOD and PERCIVAL WHITE

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HAVING established his branch store, the merchant's next problem is to obtain a competent and reliable manager. In making his selection he would be wise to take into account the possibilities of further expansion of his business. At the start, the proprietor of a small chain may be able to maintain such a close personal touch with the branch store that the functions of its manager will be comparatively limited, but as the chain grows, the merchant's personal contact with each branch will necessarily decrease, in proportion, and the store manager will be called upon to assume a greater degree of responsibility. Therefore choosing the right man in the beginning will save much future trouble, and in this respect the proprietor of the small chain will find it profitable to study the policies of the great chain systems.

Like the great railway magnates of the past centuries who virtually created opportunity out of what they saw, the great chain executives have built up vast retailing enterprises against the strongest competition. They built the machine but, like the railways, they must have men to run the engines. The chain store locomotive engineers are the local store managers.

What kind of a man is regarded by the big chain as the best material for a store manager. Mr. Woolworth said: "I prefer the boy from the farm to the college man. The college man won't start at the bottom and learn the business." This may be a prejudiced view, but it represents the opinion of one of the great chain store pioneers. And every man in the Woolworth organization must at some time have served behind the counter. For every position there are two understudies, and each place is won by merit. It is a rule never to go outside the organization for a manager or higher executive.

When the Penney organization wants men, the following advertisement appears in local papers:

"Men wanted. Well established mercantile concern, operating 313 retail stores, offers:

1. Long and continuous hours of work.
2. The work itself, hard, ceaseless, trying, testing.
3. And for it, a small living salary, perhaps less than you are getting now."

Mr. Penney says: "I have generally found the young man coming from the small towns of the Middle West making best all-round men. They have not been spoiled by big cities and they know how to live within their income.

"A man is started as a salesman behind the counter. We learn to know him, and he learns to know us. If he makes good, the time will come when he is put in charge of a store, usually an offshoot of the one where he has been working."

President Wattlely, of the National Drug Stores, believes in young men, constructively trained, carefully watched, properly placed, and backed by the corporation. His requirements for a branch store manager are that he should have a pleasant personality, ready courtesy, and be strong in discipline. A manager who can enforce his discipline

with a smile, is according to him, the one who makes the 100 per cent success.

Briefly, chains acquire manager material:

1. By offering inducements to men already established in other chains.
2. By taking in men who have already had retail experience in other lines.
3. By training a force of their own.

By such means the chains have, as a general rule, succeeded in acquiring a sales and managerial force far above the ordinary retail average.

The third method is the one usually employed by the large chains and as far as possible by the smaller organizations. If a chain expands faster than the personnel can be adequately trained, then men must be sought outside, but it may prove as dangerous to expand without adequate and capable personnel as it is to expand without sufficient financial reserves.

A survey of the chain store field reveals that there is no standard practice in regard to the functions, or responsibilities of the branch managers. Generally speaking, the smaller the chain, the smaller the responsibility of the store manager. Thus, if the chain system were confined to a single town, the manager would probably not be allowed to make any purchases. All goods would come to him direct from the main warehouse. If a package were broken, he would have to keep the actual package for the inspection of the management or else be charged with the retail price of this package. He would employ no help, as the central organization would attend to that detail.

The manager of a store containing large floor space and varied stock necessarily must have broader authority. He has more men and women working under him. His volume of sales is larger; his stock of goods is more valuable. For example, the manager of a branch dry goods store may have to be given a large amount of authority. He may be authorized to refund money, make exchanges, cut prices to meet competition, increase advertising appropriations, employ extra sales help, divide departments to suit himself, employ and discharge help, raise and lower wages, purchase goods, veto price recommendations made by the home office, and select the goods he wishes to sell from samples submitted by the purchasing department. In this case, it is the branch manager who must meet competition by adapting the store's policies to meet local conditions.

In a chain grocery store, we have the other extreme. There are often many of these stores belonging to one organization in a community. The store manager has no authority as to what he shall sell or the price at which he shall sell. The manager is there to see that instructions from the warehouse, or buyer, as to prices and goods to be sold are carried out. The goods from the warehouse are invoiced to him at retail prices and he must sell his quota.

The manager of a shoe store carrying a branded, advertised line might be required to conduct his store according to strict rules laid down by the home office as to prices and

advertising, but he usually has latitude in his choice of styles to sell and his method of selling them.

But while, from what has been said, it will be seen that the duties of a branch manager may vary in accordance with the size of the chain, the policy of the organization, and the character of the business, it should be borne in mind that a good manager will always find things to do outside the strict interpretation of his duties, as outlined by the central management. He makes himself a part of the system, on the one hand, and a part of the community in which the store is located, on the other. He is the connecting link between the impersonal chain and the customers. He has a feeling of pride in the store, and something very much akin to a feeling of ownership, which makes him forget to note the overtime he spends in making his store attractive.

Therefore, in selecting a manager for his new branch the merchant should go to considerable pains to get a line on the candidate's initiative and his willingness to give his whole heart and soul to the business. On the other hand, it may be found advantageous to inspire such initiative and devotion by going as far as possible in the direction of treating the branch manager as though he were the independent owner of a retail business, instead of merely an employee.

This is being done by the proprietors of some chain systems who have thus been able to create an *esprit de corps* which goes a long way toward offsetting the disadvantages experienced in finding and training store managers. They realize that such a spirit must exist if the chain is to expand and be successful. Generally speaking, it has been found that the chains which make the yoke of the necessary accounting routine weigh as lightly as possible, and place the largest premium on the individuality of the store manager, get the best results in the direction of loyalty and service.

In some chains, a store manager is required to put up a cash bond, and any shrinkage in stock which is unaccounted for is likely to be deducted from this bond, although due allowance is made for shrinkages which are unavoidable in any chain. Bonding is advisable in chains of small stores where the responsibility of the manager, financially, can be adequately protected in this way, but in the case of a fairly large branch store, where the manager has a great deal of authority, such a course is not generally found practicable. Here the manager's position itself is in the nature of a bond.

Ordinarily cash receipts from the daily sales in the branch store are put in the local bank. In some local chains cash is collected daily by an employee of the chain. In the Penney stores receipts are banked, subject to New York draft, three times a week. In some chains, the manager is allowed to deduct sums necessary to pay current expenses, connected with the operation of the store. In other chains, a "contingent fund" is provided for means of paying such bills and providing change. Every expenditure, however, must be vouchered, and each week the manager must make a report of the condition of the fund and send in his vouchers for verification. This permits of depositing the results of each day's business in total, and an audit of vouchers plus an examination of cash in the "contingent fund" quickly establishes actual expenditures of the store.

As a general principle, all money taken in by branch stores is concentrated at headquarters. This is done for the following reasons:

1. Purchasing functions are centralized in one place

and all other major expenses, salaries, bonuses etc., also are paid direct from the central organization.

2. It is easier to teach the average man how to sell goods than it is to teach him finance. The less he has to do with financial responsibilities other than those absolutely necessary, the better he performs his other duties.

Every properly trained store manager knows his stock thoroughly. This is a fundamental requisite of salesmanship, and even although, in the majority of cases, goods in chain stores sell themselves without much aid or effort of the clerk in expressing their advantages, a knowledge of stock is necessary. Stock must be turned as rapidly as possible. The only way to secure rapid turnover is to specialize on those goods which have shown themselves to be best sellers.

But in all cases there will be some goods that move faster than others. The manager who can keep the slow stock turning over is the most valuable. A thorough knowledge of stock is required before the manager can order properly. He must be able to tell what will sell in his locality. Putting aside all questions of local preferences and seasonal preferences, it is the duty of the manager to serve as the local interpreter between the public and the chain's purchasing agent. In the majority of cases the chain manager is allowed to pick out quantities of any article on the list sent out by the warehouse. The managers are supposed to be able to judge the wants of their customers and about how much they will sell.

The problem of knowing stock varies, of course, immensely with the type of goods sold. The problem of a drug store manager is far more complicated than that of the manager of a grocery chain, or than in the case of a hosiery store or shoe store where sales are limited to one product.

Knowledge of stock requires a proper care for details. Price tags should be properly fastened in place and changed promptly. It is bad policy to have a group of articles worth thirty cents marked ten cents because they happen to be occupying space formerly covered by a ten cent article.

The manager must see that the appearance of the store is maintained at the proper standard. He must not only notify the central office of articles running low, but he must see that these articles are properly arranged when they arrive.

Frequent reports are made in all chains. The details of the report system, however, vary with the size of the chain and the type of product sold. The larger the chain, the less is it possible to maintain personal contact with the branch stores. Hence it follows that the management must rely on statistical reports for its knowledge of the actual condition of a store. In small chains of two to ten stores, centralized within a comparatively small radius, where the owner is in almost daily touch with each store and knows the managers intimately, reports are valuable as checks on his judgment rather than as courts of last resort.

How shall a manager be paid what he earns? Few men are satisfied with a fixed salary unless there is opportunity ahead. The chain organizations have probably worked out the most logical and best functioning methods of remunerating employees yet evolved. In general, the following principle is put into effect: After a store attains a certain quota, the manager receives a certain percentage of all sales over this amount. The district managers are rewarded from earnings made by district stores.

To take a specific example, the Woolworth chain pays most of its employees on a commission basis. The officials

in the head office at New York are paid on the basis of earnings made by the entire organization. The district manager of each of the eleven districts is paid on the basis of what his district earns. The manager and the assistant manager of the "member" store take a certain percentage of what their particular store earns. Each man gets his full share of profits. Every employee receives a cash bonus after being with the company for one year, and this is increased by the same amount each year for five years. If a girl leaves to get married after being with the company three years, she is given a cash wedding present.

The United Cigar Stores never give a share in the profits of the store but base extra payments entirely on sales. This rule is made so that the clerks may not be tempted to concentrate on the goods with the most profits in them. Each head clerk receives a certain percentage of receipts for his share of the business, while each clerk receives a salary commensurate with what he sells. The success of this method of payment is plainly demonstrated by the fact that the labor turnover in this concern is small.

The examples given above are typical of the majority of chains. An interesting variation is the plan in successful operation at the 313 dry goods stores of the Penney dry goods chain, which amount to an actual partnership. As far as is known, the plan introduced by Mr. Penney goes further than any other in allowing the branch managers a share in the business and active participation in its management. How far the same principles could be extended to other chains is, however, problematical.

An important point to be remembered, in selecting a branch store manager, is that his value is likely to depend almost as much on his ability to keep down expenses as on any of his other qualities. Having obtained a man of the desired type, in this respect, the merchant may find it well worth while to offer him special inducements to keep "overhead" below a certain percentage.

In one drug chain all the store managers are given a bonus of \$25 a month if they can succeed in holding their expenses, outside of rent and advertising, down to 15% of their sales. Rent and advertising are eliminated because the selection of location and the rent paid are not controlled by the store manager. This, of course, is true in almost all chains.

All percentages used in making up the bonus are computed according to the sales volume of the store.

Salaries and commissions	10%
Light, heat, water	1½%
Contingent, renewal, expenses	1½%
Supplies	2%
Total	15%

A great many of the store managers earn the bonus every month, since this 15% is computed on the average of all stores, and many managers find it possible to surpass this average. It can be done by getting more volume of sales and turnover or actually decreasing some of their expenses. The store managers in addition to the actual cash bonus, are glad to have their store make a better showing than the other stores, and it makes them feel as though they were on the road to promotion.

While the majority of chains base their bonus to store managers entirely on the volume of business, or the net profits of the store, the above plan has worked out so well that it may be worth considering by the merchant starting a small chain.

Saying in a Friendly Sort of Way

Written for Hardware and Accessories by A. L. McCready

WHAT forms the average hardware man's method of greeting a customer—not transients, but the fellow about town? "Is it something I can show you?" or, "Are you being waited on?" or some other formal stock phrase?

Now the writer is just the average, ordinary homo, with a residence in his home town quite long enough to know, practically every shop keeper and most of his clerks doing business on the main drag. Occasionally I have purchases to make. I drop into a store and in some of them I am met with a stock phrase, "Was there something?" or some other greeting that directly informs me that I'm expected to buy whether I knew it when I entered or not.

Then I drop into another store and, "Hello, Mac! How are you?" greets the ear. Here's a guy that's glad to see me, or leaves the impression that he is. He doesn't make me feel that he's worrying about my buying intentions—he's leaving that to me.

Here's the sort of fellow I feel like buying from. Very often he sells me more than I originally intended buying simply because he seems a friendly sort of cuss.

Of course that fellow knew me pretty well to call me by my sobriquet of "Mac," but even the fellow who doesn't know me so well and handles me with a "Mr." before my regular monicker is also slipping me that friendly element.

Take, for instance, "Good morning, Mr. Brown. Nice day!" Doesn't that hit you as a pretty fair exhibition of friendliness, coming from behind the counter?

But if a fellow is known as Bill, Ab., Mack or Pete amongst his friends, you bet that's the pet name he likes to hear! Still, you can't up and call a fellow by a pet name without knowing him awhile. But if he is the right sort of fellow, and your own judgment should tell you that, then you don't need to wait forever before addressing him by his "Folks" name. Chances are he'll be calling you George or Henry when he comes to buy, anyway.

But, of course, there is this element in the matter of a salutation that is as rutable in the shop as in the social circle. For a slip of a young fellow to up and address some sedate old gentleman as "Bill" has a savoring of impertinence, usually. Exception may be made for that young old man who likes everyone to believe he is still one of the boys. It's all a matter of knowing your man!

Lady customers—well, I guess outside of your own family circle they are all either Miss or Mrs. Anyways the ladies stand more on formality than do the men.

But taking it by and large, and particularly from the standpoint of the customer about town, I can say that the friendly, folksy greeting will sell more goods than the stock phrase.

It may save the muscles of the tongue to talk "sale" from the start, but to know and greet your customer by name will sure help some to make that agreeable music which follows a play of your fingers over the keys of your cash register.

Try it!

FOR A JUNE WINDOW DISPLAY

Refrigerators	Milk Kettles
Refrigerator (Drip)	Pans Milk Cans
Nursery Refrigerators	Ice Tongs
Ice Cream Freezers	Ice Picks
Ice Cream Scoops	Ice Chisels
Ice Cream Dishes	Ice Shavers
Cream Pails	Water Coolers

How To Increase Your Summer Business

Some Suggested Contests which Can be Used to Attract Attention to Goods in Windows and Seasonable Lines.

Written for "Hardware and Accessories" by A. G. KEENEY

Contests probably will be popular in all lines of merchandising this summer. New contests already are being devised by foresighted merchants who realize that a cleverly conceived contest can be conducted so that increased business will result, not only while the contest is in progress but long after the contest itself has been forgotten.

The contests described here have been tested thoroughly by merchants seeking plans whereby business would be benefitted.

Errors in Advertisements

In order to encourage people to read his ads, one merchant occasionally stages a "mis-spelled word" contest. He prepares an advertisement calling attention to the fact that on a certain date he will "run" an advertisement containing one mis-spelled word.

To the person who comes to his store first with a copy of the advertisement and points out the word that has been spelled incorrectly, this merchant awards a prize, usually merchandise which the merchant is particularly desirous of introducing to his trade. To the next ten persons who comply with the requirements of the contest he awards coupons good for ten per cent. of the purchase price of merchandise valued up to \$10.

This contest has increased this merchant's business considerably and is considered by him to be the most satisfactory contest he has ever used. In addition to the fact that this contest does not extend over a long period of time, it also has the excellent advantage of rendering it unnecessary to spend valuable time counting votes or guesses, a disagreeable feature of many contests.

The Missing Word

Another merchant prepares an advertisement describing his store. One word is omitted in a sentence, and every person who submits the word that should have been inserted in the advertisement is awarded a prize. One of the conditions of this contest is that every person competing must come to the merchant's store in order to submit his guess.

This merchant states he has found that contests which fail to increase the number of persons entering his store are almost invariably productive of but little business for him. He increases his chances of making new customers by attracting as many people as possible to his place of business.

Topsy-Turvy Windows

During the summer months one merchant arranges an unusual display of merchandise in his display windows. In each window is placed merchandise that is seasonable and attractively priced. Several articles in each window are so placed that they are upside down when viewed from the street. The first person who is able to point out an article that is wrong side up in the window is presented with that article. This contest, by actual count, has attracted more than 1,000 people into this store during the forenoon of what ordinarily would have been a dull business day.

Popularizing Window Displays

Merchants who wish to cause more people to view their display windows have used various schemes. Probably one of the best of this type is that which is conducted in this fashion:

Every person in town is eligible to try for an attractive prize to be awarded the person submitting the best written criticism of a window display prepared by the store during a thirty-days period. These criticisms are limited to 300 words and must point out what the writers consider the strong and weak points in the displays. One valuable feature of this contest is that it affords the store an excellent idea of the type of window display that appeals strongest to the public, a feature that would make the contest worthwhile even though it possessed no other good features for the store.

Constructive Criticism

Inviting every man, woman and child in town to visit his store for the purpose of submitting suggestions as to ways in which the merchant might improve his facilities for serving his customers is an excellent basis for a contest. Offering prizes to the three, five or more customers who submit the best lists of constructive suggestions often results in securing suggestions that really are worthwhile, and the fact that every contestant must become acquainted with the store's methods of carrying on its business is a valuable feature of this plan.

If probably advertised and conducted, this contest can be made productive of many new customers for a wide-awake merchant.

New Ideas Needed

Many contests have lost their value because they have been used too frequently. People lose interest in a contest in which they have competed before. The merchant planning contests for the summer months will avoid contests that have been used by his competitors. Repetition spoils the best contest, and something new is more likely to attract the attention of the public.

Study of the foregoing suggestions probably will give merchants an inspiration for a contest that will increase as well as prestige.

A REALISTIC LAWN WINDOW

The Wilson Hardware Co. used a novel idea to display and demonstrate the kind of work their lawn mowers would do. Some earth was put in the window one Friday evening, and carefully sown with grass seed. By Monday morning some prouts were up, and within the week a nice green lawn was on the job. Then the store transplanted some flowers down in front, and built a lawn mower display in the back.

A dummy figure with his hat over his eyes was used to show how NOT to keep lawns clean, and a wide swath was cut in the new grass, illustrating the difference between the lawn that is moved and the one that is not.

A sign, "Let's Go," was placed at the dummy's feet, and the store then connected up this very effective window with a good newspaper ad. The result was a good business on lawn mowers.

Hardware And Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

ACCESSORIES MUST BE DISPLAYED

Albert Champion, President of the AC Spark Plug Company, Flint, Mich., has just returned from a trip to the Pacific coast, coming back by way of Canada, in the interest of the wholesale trade.

Besides calling on AC customers, Mr. Champion devoted his time to getting the jobbers together on the important educational program now under way in the interests of the accessory business, with a view especially to establishing better ac-



cessory dealers throughout the country.

"Only a small percentage of garage men or automobile dealers who carry accessories realize the possibilities in them," said Mr. Champion, discussing the results of his trip. "Too few of them specialize to the extent of having a department with a competent man in charge who takes advantage of every opportunity and makes the department produce as it should.

"It is surprising what a small number of dealers have the right kind of display. There is money for them in attractive windows and show cases, yet only the more enterprising are using these aids to increase business as they should be used. In the same way, there is a great work to be done in showing dealers how to take advantage of the advertising being published in their behalf."

DAYTON STEEL RACQUETS

Another new line being introduced in Canada by W. Bruce Morrow is the "Dayton" Steel Racquet, manufactured by the Dayton Steel Racquet Company, Dayton, Ohio.

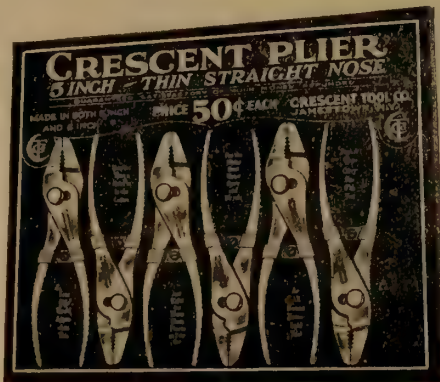
The Dayton Steel Racquet is made entirely of steel, with the exception of the standard wooden handle. This handle is of carefully selected wood and perfectly shaped. The frame of the racquet is made of steel tubing, the advantages of this construction being that there can be no warping. Dryness, or dampness, or even rain, will have no effect on it. The frame remains perfectly true in shape no matter how hard the game is played. The strings of the Dayton racquet are of nine-strand steel wire of remarkable resiliency. They are drawn to a tension which is permanent. Like the frame, they are unaffected by

weather conditions or by the hardest play. The twisted strands make a surface that gives a firm, sure grip on the ball. Every Dayton Steel Racquet is perfectly balanced, the use of steel for the frame permitting a very accurate determination of weight and complete control of balance in every racquet made.

The Dayton Steel Racquet meets the requirements of every tennis player. To the expert it gives greater driving power and more delicate control. To the beginner it gives the assurance of strength to withstand the hardest usage. To all classes of players it gives dependability and real economy. The manufacturers claim the Dayton Steel Racquet to be "the finest racquet to play with and the most economical one to buy".

THE NEW CRESCENT TOOL KIT

A tool kit containing three Crescent tools, a wrench, pair of pliers and screwdriver, has just been placed on the market by the Crescent Tool Company of Jamestown, N.Y. The tools are packed in a kit of brown duck, which can be folded up so as to allow the kit to be carried in the pocket or in the side pocket of an automobile. The wrench is an eight-inch, the pliers are the popular new thin straight nose type, six inches in length. The screwdriver is the special Crescent type, the handle of which can be locked into a "T"



position, giving more than three times the leverage of an ordinary screwdriver.

This Crescent Tool Kit is just the thing for motorists, radio enthusiasts, farmers, motorboat owners, householders, etc. The kit retails at \$2.35.

SPICE AND DRUG CABINETS

The Leslie Tinware Company, Ltd., Ottawa, are introducing spice and drug cabinets. Cabinets are richly enameled in gray or white with gold lettering and striping. They may be used as spice or medicine cabinets and have the word "Spices" or "Drugs" lettered across front. Cabinet stands 19½ inches, is 9 in. in diameter and equipped with three shelves,

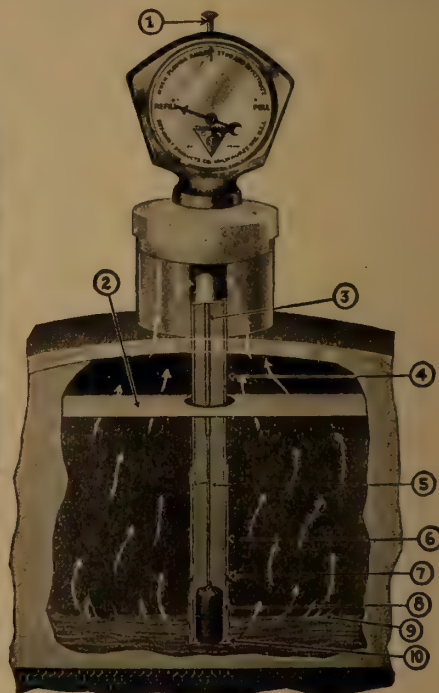
COFFIELD MODEL "D"

The Coffield Washer Co. of Canada, Ltd., Hamilton, are introducing Coffield Electric Washer, Model "D," which they describe as follows:

"Model 'D's' tub is 22 inches in diameter and 17½ inches long. The tub is of 16 and 18 ounce copper, tinned inside, strongly ribbed and reinforced. Does not require oiling as it is equipped with oilless bearings throughout. Motor is thoroughly shielded and insulated, and has more than sufficient power to operate both washer and wringer under load. Equipped with 12-inch wringer rolls, copper water shutter and double stationary drain boards. All of Coffield's patented features are included in model "D."

DAY-NIGHT METER

The Day-Night Meter being introduced by the Day-Night Meter Co., Milwaukee, Wis., registers the water level in the radiator, and the pressure plunger becomes a danger signal when it rises. It rises when water steams at 212° Fhr. at sea level, and on mountains at a lower temperature,



or with alcohol overflow pipe becomes clogged. It is a mechanical meter and does not operate on the thermometer principle. The Day-Night Meter is to a water cooled motor as is a water gauge to a steam boiler. It furnishes the auto driver a convenient reminder and indicator, right before their eyes, whether they have sufficient water in the radiator.

Radio Batteries---Their Uses and Abuses

E. E. Horine, Radio Engineer, Canadian National Carbon Company, Outlines the Development of This Type of Battery.

THE phenomenal growth of popularity of Radio has resulted in the development of a new type of battery—the Radio Battery. In the early stages of Radio development, the older manufacturers of batteries recognized the fact that a new type must be produced to meet the exacting requirements of Radio. From past experience they knew that existing types of batteries could be made to serve, after a fashion, but with their extensive knowledge of batteries, they also knew that any existing battery would be a misfit on a Radio set.

Before the advent of Radio, many different types of batteries had been developed, each to serve some particular purpose. But here was another application, different from any which had ever existed before. The manufacturers attacked the problem with vigor, and pursued it with diligence and there resulted several types of batteries, beautifully adapted to their new functions in Radio.

There are two general classes of commercial batteries: The storage battery and the dry battery. Each covers a different field, and in practice the fields rarely overlap. If you require heavy currents for long periods, and by heavy currents I mean anything over $\frac{1}{2}$ ampere, the storage battery is the one to use. On the other hand, where light currents are needed, the dry battery is superior because it is cheaper than the storage battery. It is just as uneconomical to use a storage battery for extremely light current, as it is to use dry batteries for extremely heavy currents.

Wherever the cost will permit of the use of dry cells, there is the further advantage of lighter weight, freedom from charging, and chances of damage by acid and acid fumes.

Every vacuum tube receiving set requires two batteries. One is the filament battery, usually called the "A" battery, and the other is the plate, or "B" battery. These two batteries perform entirely different functions, and under no circumstances can one be used as a substitute for the other.

The work which the "A" battery has to perform is very simple. All it has to do is supply current for heating the filament of the vacuum tubes.

Most vacuum tubes now available require fairly heavy currents for filament heating—at least $\frac{1}{2}$ ampere per tube, and in the majority of cases, one ampere per tube. The average receiving set of three tubes will, therefore, require the "A" battery to furnish $1\frac{1}{2}$ to 3 amperes, depending on the kind of tubes in the set.

The latest tendency in the design of Radio receiving sets is to use one or more stages of radio frequency amplification ahead of the detector. This development already is well under way, and it is not uncommon to see sets employing as many as five or six tubes. This further increases the demand on the "A" battery, which may be called on to deliver as high as six amperes continuously for several hours at a stretch.

Obviously, the type of battery which can most economically meet this requirement is a storage battery.

Storage batteries have not been used for years for such a wide variety of purposes, as propelling submarines and electric vehicles; supplying power to operate entire street

railway systems and to light farm houses; for automobile ignition and starting, and lately for Radio receiving sets.

Regardless of the service it is to perform, a storage battery is a storage battery. The same chemical reactions take place in a submarine battery and a farm lighting battery. But the mechanical design, and to a certain extent, the electrical characteristics of the storage battery must be materially altered to fit it for different classes of service. No one would think of installing a submarine battery in his electric coupe. It would be poor judgment to use a heavy power battery to furnish current to run your radio set.

In every case where storage batteries are to be used, the best results are always obtained by using a battery designed especially for the class of service you wish it to perform.

Storage batteries require a certain amount of care and attention. Never allow a storage battery to stand idle for any great length of time in a discharged state. Do not charge it at too high a rate. Most manufacturers send out an instruction sheet with each battery, giving detailed directions about the care of the battery. Follow those directions carefully. It will result in long battery life uninterrupted, satisfactory service.

The class of service performed by the "B" battery is radically different from that of the "A" battery. Instead of having to furnish currents which amount to several amperes, it has to deliver at most only a few thousandths of an ampere. Rarely does the drain on the "B" battery exceed five one thousandths of an ampere. This is the class of service in which the dry battery is vastly superior to the storage battery, both in cost and convenience. The dry battery is perfectly at home in this field, because primarily it is a light current battery. Storage batteries are fundamentally heavy-current batteries, and the use of a storage battery for plate circuit work is as logical as using a three inch field gun to hunt quail.

The "B" battery is an innocent-looking piece of apparatus. Certainly it bears no resemblance to a musical instrument. Yet, in Radio Telephony use, it is the most versatile musical instrument known. On occasion, it may reproduce perfectly a piano, a violin, or even an entire symphony orchestra, for whatever you get out of your radio set in the way of music or speech comes directly to your ears out of the "B" battery.

The current passing through and operating your head set or your loud speaker originates in and also passes through the "B" battery. Ordinarily, the current delivered by the "B" battery is steady, but telephone receivers will not respond to a steady current. In order to get sound, it is necessary to supply the phone with a pulsating current; that is, a current which is constantly varying up and down. Therefore in radio receiving sets, it is necessary to insert some sort of a device in the "B" battery circuit which will serve to set up the desired fluctuations in current.

This is the function of the vacuum tube. Under the action of the Radio waves, the tube automatically increases and decreases the resistance of its plate circuit, with the result that the current drawn from the "B" battery accurately follows the fluctuations in the Radio waves, produced by the modulating device in the distant broadcasting station.

No matter how simple or how complicated a Radio set

may be the final object of all the apparatus in it is to provide some means whereby the desired fluctuations may be set up in the "B" battery current. The vacuum tube does this in a very satisfactory manner, but unfortunately there are sometimes other agencies at work which set up undesired fluctuations in the battery current, and when this happens, you have noise.

The question of noise in Radio receiving sets is a vexatious one. This noise in a receiving set is always caused by irregular fluctuations in the current drawn from the "B" battery. Anything which will produce these irregular fluctuations in the "B" battery circuit is a source of noise.

There are two general classes of noise producers; those which are external to the set, and those which are in the set itself. The external noise producers are broadly grouped under the heading "static." They are God's noises, and there is very little we can do about them.

The internal noise producers are numerous, and all can and eventually will be eliminated. There are so many things in a Radio set that can, under certain conditions, become noise producers, that it is difficult to pick out any one thing and say it is the worst offender. Yet, difficult as it is, a good many people have gone ahead and named the "B" battery as one of the worst noise producers in the radio set. Certain noises have been described as "characteristic battery noises." A good many of you have heard them. Perhaps some of you are hearing them now.

I am going to explode one of the biggest myths that has ever been perpetrated. There is no such thing as a noisy "B" battery. I'll repeat that, for I want you all to be sure to get it. There is no such thing as a noisy "B" battery. There never was one, and there never will be one. It matters not whether it is a storage "B" battery or a dry "B" battery, it simply cannot produce noises, on its own accord. Of course, if there is a faulty connection anywhere in the battery, the connection will cause noise, but there is nothing within the cell which can result in noise. It does not matter who made the battery. All makes of "B" batteries are quiet. There are a number of points where some makes of "B" batteries are superior to others, but they are all alike when it comes to noise from within the cells, for it is impossible to make a "B" battery noisy.

I know there are a good many of my listeners who will take exception to what I have just said. I wish I had time to go into detail enough to prove my statement, but it would take too long. However, I will touch on one point. Some Radio receiving sets have the peculiar property of becoming noisy at certain critical plate voltages. This critical voltage is not the same for all sets and is nearly always lower than the normal voltage. This is why changing batteries on a set which has become noisy will usually stop the noise. The voltage of the old battery had been reduced through service to the critical voltage of the set, while the voltage of the new battery was higher. The noise did not originate in the battery. Just remember this. Those "characteristic battery noises" are produced by something else. Radio engineers engaged in the design of receiving equipment know what that something else is, and are taking steps to correct the trouble. In time, when certain improvements in Radio apparatus have been worked out, the so-called battery noises will cease to bother you.

The same remarks I made about storage batteries for filament heating apply to the "B" battery. For best results, use a Radio "B" battery.

The miniature cells used in the construction of "B" batteries are similar in appearance to the cells used in flashlights. The work a Radio "B" battery has to do is as

different from flashlight work as the work an "A" battery has to do is from heavy railway work. The larger and well established battery manufacturers who can and do maintain extensive research laboratories, have developed a cell which gives remarkably satisfactory results in Radio service.

One of the most important factors in connection with "B" batteries is the question of life. How long will it last? That, of course depends on how you use it. The life of a "B" battery is governed principally by the number and kind of vacuum tubes connected to it; the length of time the set is in use each day; the size of cells in the battery, and the care you give it.

There is just so much electrical energy in a "B" battery. The more tubes you are operating, and the greater the number of hours in use daily, the greater the drain on the battery, and consequently, the shorter the life.

Some types of tubes draw larger currents from the "B" battery than others. The ordinary detector and amplifier tubes draw small currents. Power tubes draw comparatively heavy currents, especially when operating at high "B" battery voltages as they usually are. A power tube operating on 300 volts of "B" battery may draw as much current as fifteen or twenty ordinary amplifier tubes operating on 45 volts. Such power tubes are frequently used to operate loud speaking devices. You should not expect your "B" battery to last as long when operating these power tubes as when operating the ordinary detector and amplifier tubes.

Most of you are doubtless familiar with the two sizes of "B" battery in greatest general use. The first is the midget 22-1/2 volt "B" battery which weighs less than a pound; the second is the standard large size battery having the same voltage but which weighs about 3 1/2 pounds. Under average conditions, operating the ordinary three tube set one to two hours a day, the tiny battery will last about two months. Under the same conditions, the large battery will last at least eight or nine months. We have authentic records of service periods extending well over a year.

Although the "B" battery looks solid and rugged, in reality, it is a delicate piece of fine electric apparatus, and should be treated as such. It is easily possible to ruin a "B" battery by dropping it on the floor, as this may result in breaking some of the internal connections.

The useful life of your "B" battery will be materially reduced if you allow it to become overheated. For this reason, it should not be installed near the radiator, or in any place where it will be subjected to excessive temperatures.

Keep your "B" battery in a dry place. Moisture may damage it.

Do not short-circuit your "B" battery even momentarily. A temporary short circuit on your battery will drain a considerable amount of energy out of it, and shorten its useful life just that much. If you wish to test your battery, use a high grade voltmeter; never an ammeter. Voltmeters are provided with high resistance coils and give a good indication of the state of the battery, without drawing excessive currents from it. Ammeters are low resistance instruments, and when placed across the terminals of the battery draw large currents and shorten its life.

Choose your battery with care. Remember you are buying a delicate piece of electrical apparatus. Give as much consideration to the reputation of the battery manufacturer as you would to the manufacturer of a motor car you contemplated buying.

The observance of these few pointers will result in your obtaining many more hours of profitable and pleasant entertainment from your "B" battery.

An illustration of a summer vacation scene. In the background, a house with a porch is visible. A woman and a child are standing on the porch. A boat is docked at the shore. A beam of light from a flashlight, shown in the foreground, illuminates the boat. The beam originates from a flashlight in the lower left foreground, which is a large, detailed illustration of an Eveready flashlight. The beam of light extends from the flashlight, across the water, and onto the boat. On the boat, two men are visible; one is holding a flashlight and pointing it towards the shore. The scene is set at night or dusk, with the flashlight beam providing the primary source of illumination.

Summer Vacation Season — Your Greatest Opportunity

EVEREADY FLASHLIGHTS & BATTERIES

YEARS of persistent Eveready advertising offer you their cumulative results for a little effort. Summer—the greatest of all seasons for Eveready Flashlights—is here. Make people consider YOUR store the logical place to purchase Eveready Flashlights and Batteries.

A small assortment of flashlights and two sizes of unit cells are ample to supply your customers' requirements. Keep displayed prominently and sales are quickly made.

In Eveready Flashlights and Batteries you have an unequalled opportunity for worth-while profits on an unusually small investment.

CANADIAN NATIONAL CARBON CO., LIMITED
MONTREAL TORONTO WINNIPEG

Electric Appliances for Women Customers

Hardware Dealers Can Win Friendship of Women by helping to Modernize the Labor Saving Equipment of the Home—Feature Appliances as Wedding Gifts.

Electricity does the work of the housekeeper quicker and better but not very differently. One by one it takes her tasks and learns how to do them. Sometimes it takes time to perfect the mechanical substitution, or it is too costly or too intricate, perhaps, but just as surely as the modern kitchen has arisen from the cave woman's fire of sticks will the electrical equipment of the entire field of housework come in time.

It is well worth the hardware dealer's while to know what is doing in the world of electrical goods for the home, even about those items which are at present pausing a while in a phase of costliness or the need of mechanical knowledge which takes them out of the class of the ordinary and average sales.

The pioneers of electrical goods in the home are the percolator, the grill and the toaster. In the most remote places where electricity reaches, the electrical meal has come to be a matter of course, and these rudimentary utensils of at least breakfast are to be found everywhere. The most timid dealer has them and supposedly stocks them over and over again for they are always to be seen. There seems to be growing favor for the all-round utility table stove with the inclosed unit on which it is possible to boil water, make tea or coffee and toast or cakes. The inclosed unit heats very quickly and, of course, does not harbor dust.

Hardware store salesmen should be informed regarding the wrong use of electrical household goods; for example—pull the plug out of the iron instead of turning off at the socket, and it is not possible to have the iron overheat, or burn out the fuse. Wherever possible connect table cooking appliances from different circuits. Do not let the electrical connection on the appliance get wet, etc. Facts so simple and obvious to those who understand the current that they are often not mentioned to the novice.

The electrical heating pad has come to be a regular part of nursery equipment. Even more popular is the electric radiator, clean, quick and reliable. It takes the chill off the room and may safely be left burning without danger of catching curtains, etc. The electric bottle heater has a host of enthusiastic parents to cry its praises and the immersion stick is voted handy everywhere in the house as well as in the nursery. Modern hygiene has decreed that the electrical pasteurizer is a deadly foe to germs, and it is seemly and convenient enough to have in the most dainty nursery. Electric fans have been utilized for drying baby's garments for so long that this is not news to any experienced parent. These items are pretty sure sellers, for equipment is at its highest development in the nursery, and there is no season for babies.

There is so much to be said about washing machines that any one who knows them will find it difficult to know either where to begin or where to stop. The fact that rises supreme and all convincing in regard to them, however, is that they *wash*, cleaner, better, more carefully and in about one-tenth of the time that it could be done by hand. This is, after all, what sells the washing machine. It is a matter of individual preference whether

it is according to the oscillating, the cylinder, the Dolly or the vacuum cup method. The customer buys the machine because it washes the clothes. Not because of the method it employs.

Wherever there are clothes to be ironed, whether they have been washed in a machine or by hand, the ironing machine and its supplement the electric iron are indispensable. The iron is the easier to sell because it is universally known and used and also it is much less expensive. No matter where or how man or woman lives they have use for an electric iron, from the tailor in his shop to the girl in a hall room.

The first principle of modern hygiene and sanitation is the elimination of dirt. The old way was to stir it up and remove as much as possible from the surface. The vacuum cleaner actually and literally eats it up.

Electricity came to stay in the home when it made its first appearance there, and it is only a matter of time when the home will be thoroughly equipped with electrical appliances.

USES POETRY IN ADVERTISING

Aikenhead Hardware, Limited, Toronto, parodied a popular song in a novel way in one of their daily paper ads this spring as follows:

THE LAWN, LAWN TRAIL

There's a lawn, lawn trail a winding
About the house where you dwell,
Where the lawn, lawn grass is growing
In the sunshine's spell;
There's a lawn, lawn mower waiting
In our store, sharp and true,
Till the time when it goes mowing down
That lawn, lawn trail for you.

We Have the "Great Canadian"

	Highest Quality	
18 in.	\$22 22 in.	\$25
	Advance 4-Blades	
14 in.\$10.50	16 in.\$11.00	18 in.\$11.65
	Advance 3-Blades	
12 in.\$7.20	14 in.\$7.90	16 in.\$8.75

Also Everything in Garden Tools.

AIKENHEAD HARDWARE LIMITED

Half a Block from Yonge St.

17-21 Temperance St.

Phone Main 7066

DISPLAYED LAWN MOWER IN MOTION

The Rhodes Hardware Company recently had a clever lawn mower display in which the ever-popular idea of "motion" was introduced. A lawn mower was placed in the window, connected up with a small motor and a belt, and thus is revolved continuously. Strips of green paper shredded finely gave the appearance of grass, and as the mower was kept well oiled it was practically a noiseless process. This attracted a great deal of attention and was helpful in making sales, for it not only stopped people outside but brought them in as well.

More Money for the Plumber and Pump Dealer!

THE Delco-Light Company's Electric Pump proposition is the best ever offered the plumber and pump dealer. It means more sales, quality sales, bigger profits.

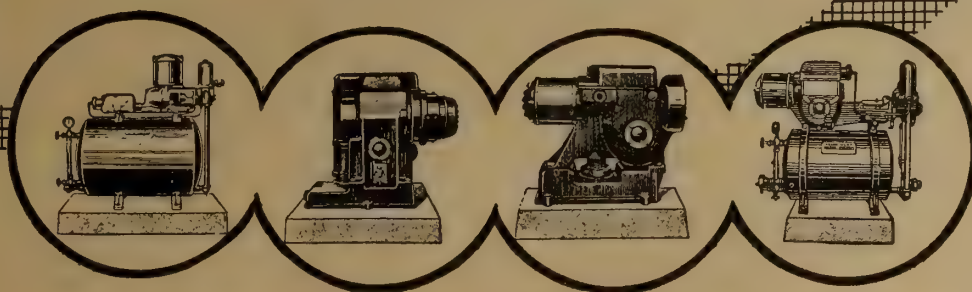
Sell Delco-Light Electric Pumps and you will be in position to fill any need that may come up. There are 26 individual styles and sizes; for deep wells or shallow wells; large capacity or small capacity; A. C. or D. C. service. A size and style for every need! For deep wells either the $\frac{1}{4}$ H. P. or the $\frac{1}{2}$ H. P. of the pitless weather-proof type.

Sell Delco-Light Electric Pumps and you sell at a right price, you sell a pump that is right—built right, built of quality materials, and, above all, backed by a Company known and internationally famous for the quality of its products.

The Delco-Light distributor has an attractive proposition for the pump dealer and plumbing contractor. Write your nearest distributor about it now—TODAY! It means dollars in your pocket.

Delco-Light Co. of Canada, Limited
Toronto, Ontario

ELECTRICAL SYSTEMS LIMITED
173 King Street East
TORONTO, ONTARIO



DELCO-LIGHT

Water Systems

For Country and City Homes

MAKING REPAIRS HELPS SALES

Despite the opposition from stores devoted exclusively to the line many hardware dealers are proving that an electrical department is a profitable one to maintain. A section of this kind may require more attention than some other articles sold through a hardware store, even to the extent of requiring a clerk to attend to it alone, but the returns are such as to merit the additional outlay of time and capital.

A consensus of opinions of a number of hardware dealers called upon was that the most important item in the successful retailing of electrical goods was to advertise it well. This is easily to be understood, because, when a householder needs an electrical device, or to have one repaired, unless she has been made aware of the fact that the hardware store around the corner sells electrical goods of all kinds, she will be more than likely be apt to get them from some downtown electrical store.

One means of attracting sales is to do repairing on a small scale of electric irons, grills, etc. For this work a clerk with an interest in electricity and some working knowledge of the construction of the appliances can handle it.

Coles Hardware, 1000 Bloor Street West, follow up this plan. In their window they place a small card on which is printed the information that they do repairing of electrical appliances. When they put the card in the window the result was surprising. The clerk who had planned to do the work was soon overloaded with it. This naturally leads to the sale of other articles.

This idea can be developed to an even further extent as is the case with Phillips Hardware, Toronto. They have on their staff a competent electrician who does repairing, installation and all kinds of work that comes in to them. He also takes care of the electrical department in the store. They have found that the money that comes in from the repair jobs and from the sales end of it easily makes up for the added expense of having an extra man on their pay roll.

Still another method of a Toronto dealer somewhat along the same lines of this, was to make space in the store for a workroom for an electrician and allow him to do business from there. The electrical man paid nothing to the hardware dealer in actual cash but he did influence sales of electrical goods from the hardware store where he was located.

Good window displays are quite important. One that can be fitted up very easily and used to good advantage is to have showing in the window an electrical appliance in actual use. A Danforth Avenue, Toronto, dealer showed a washing machine in his window recently in actual use. He has a very small display window and the machine practically filled it up, but the moving object seemed to attract the attention of the passer-by and he had very good results from it.

A means of creating interest in vacuum cleaners is to keep one for rent. Laird Hardware, Toronto, have one for this purpose and advertise the fact among their customers. From the people who rent the machine from them they are enabled to find out who among their customers are prospective purchasers of a vacuum cleaner, and are able at the same time to show its use under the existing conditions in the customers home. This creates an interest that demonstrating it in the store cannot do.

With vacuum cleaners a house to house canvas is also quite good to use. This requires the hiring of a man to do the canvassing, but as in the scheme adopted by the

Laird Hardware it gets the vacuum cleaner into the home and shows the housewife just what it will do on her own carpets.

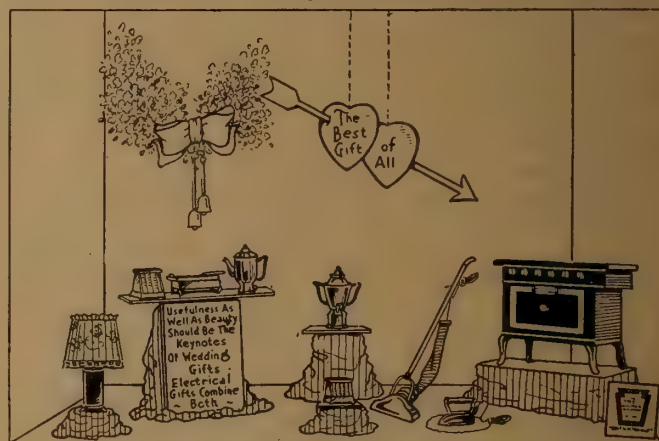
In the sales room the clerk should have a good knowledge of the articles that he is selling and the motives which prompt people to buy them. In the case of washing machines, mangles, etc., the motive is more than likely to be that of making work easier for the housewife. An electrical dealer had the right idea when on a window card he called his shop a "Wife Saving Station." The clerk should try to make himself thoroughly familiar with it before he attempts to sell a piece of electrical equipment. The writer recently overheard the efforts of a clerk who did not know his business trying to sell an expensive washing machine to a rather poorly dressed lady. From their conversation it was very evident that she knew more about electric washing machines than he did himself, although he was trying to convince her to buy one that he had for sale. When a person of the middle class, and most people are, invests in a machine that costs as much as most electrical machines they are going to investigate every kind of machine that they know of before they pay out their money. With this class of sale, and most of them are, the clerk who does not know his business is going to have a very hard time.

There is nothing that cannot be sold successfully if a reasonable amount of hard work is put into it. Electrical equipment is one of the easiest if but a little time, energy and thought is devoted to it.

CANADA'S ANNUAL BRIDAL CROP

SOME interesting figures regarding the possibilities for business from the new homes established each year by newly-married couples in Canada have been presented in an announcement by the James Fisher Advertising Agency, Toronto.

The bridal crop, they point out, is one of Canada's richest harvests, last year's crop totalling over 72,000 brides which means that in five years 360,000 brides will start

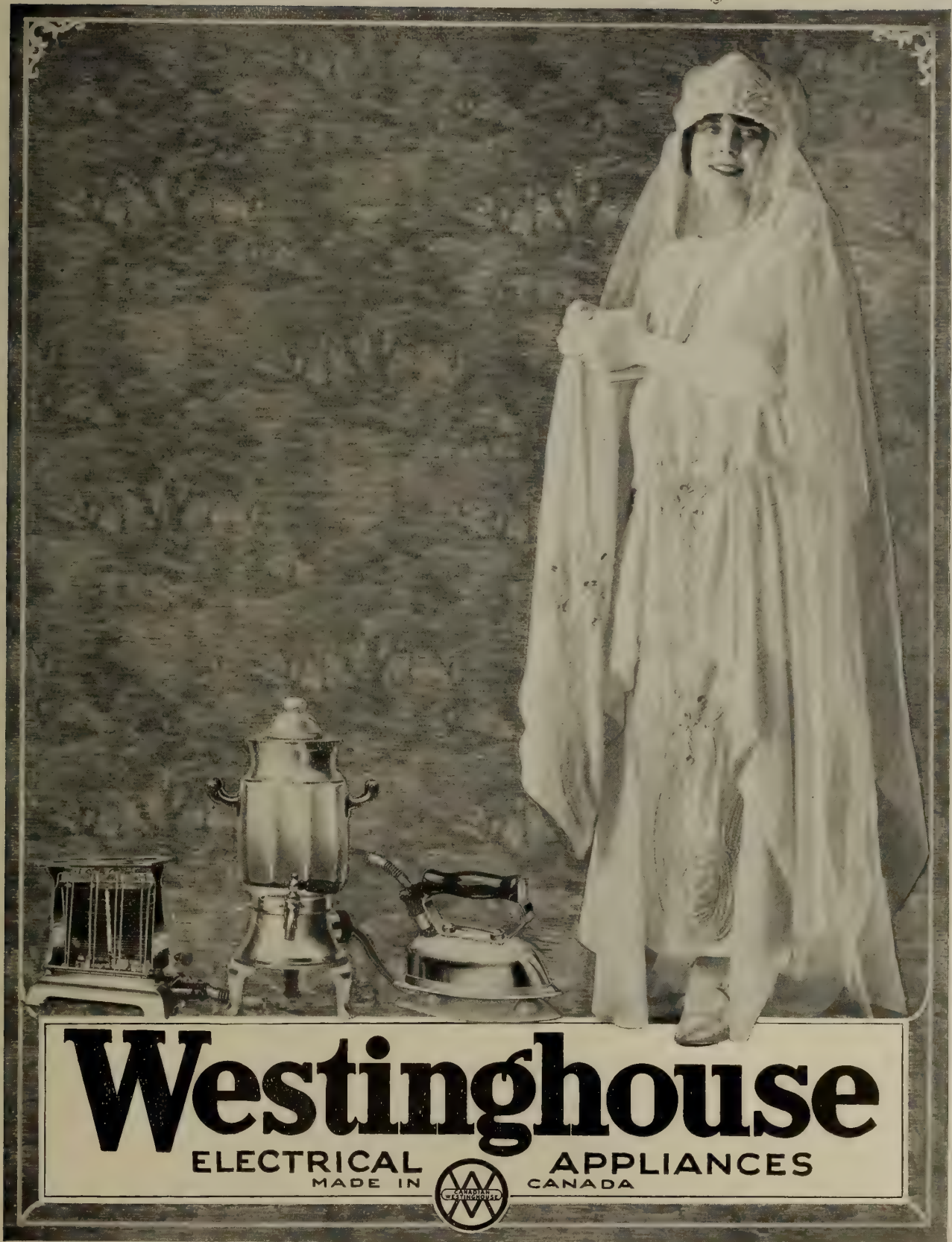


Window display of suggestions for the June bride.


housekeeping and become customers of the retail stores which most intelligently seek their trade.

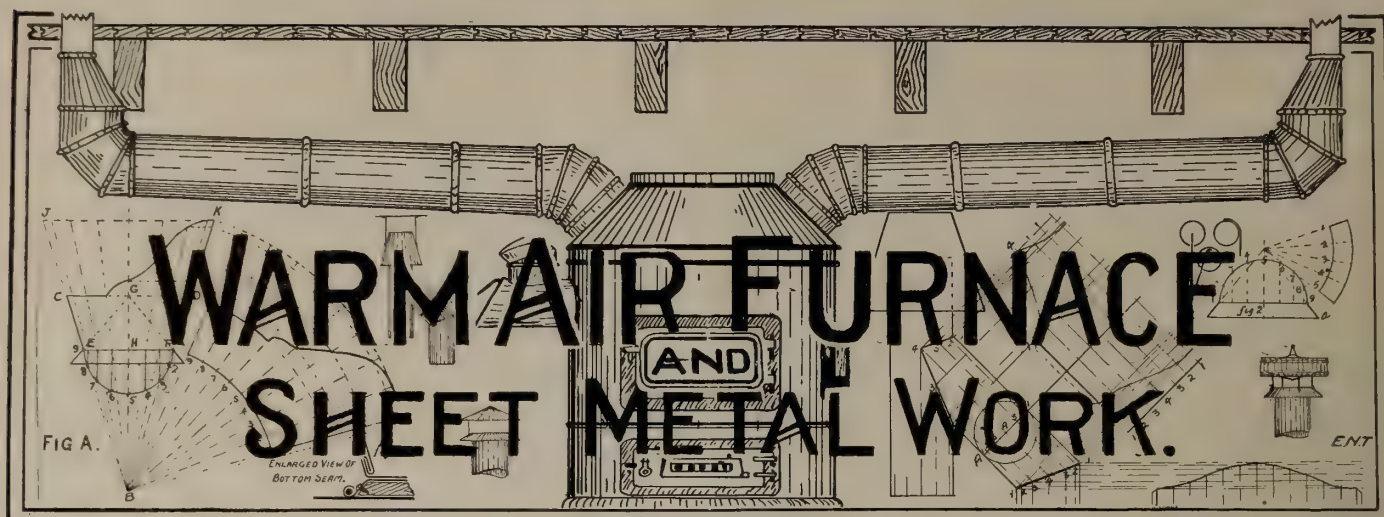
Allowing the small sum of \$150 for kitchen equipment for each bride this will mean a total of \$10,800,000 each year for this one class of goods, and more in following years as \$150 will not buy all the necessary equipment for modern housekeeping such as the kitchen range, aluminum and enamelled utensils, bread and cake boxes, refrigerator, kitchen cabinet, electric washer, vacuum cleaner, electric iron, toaster, silverware, etc.

Are you equipped to intelligently harvest the bridal crop of business in your locality?



Westinghouse
ELECTRICAL APPLIANCES
MADE IN CANADA





Code for Installing Warm Air Furnaces

Complete Text of Code Approved by Chief Organizations of Manufacturers and Installers as a Guide for Furnace Installations in Residences.

THE Standard Code Regulating the Installation of Warm Air Furnaces in Residences was prepared by a committee consisting of men with theoretical as well as practical experience in manufacturing and installing warm air furnaces. Their conclusions were arrived at after thorough discussion and investigation. Their recommendations were presented to the members of the National Warm Air Heating and Ventilating Association, the Western Warm Air Furnace & Supply Association and the National Association of Sheet Metal Contractors, the three chief bodies of manufacturers and installers, and were adopted as follows:

Outline

- Article 1.—Meaning of Terms.
- Article 2.—Provisions in Building.
- Section 1.—Construction.
- Section 2.—Chimneys.
- Article 3.—Formulae.
- Article 4.—Installation.
- Section 1.—Location of Furnaces.
- Section 2.—Foundation.
- Section 3.—Setting Furnace.
- Section 4.—Casings.
 - a. Portable.
 - b. Brick Set.
- Section 5.—Basement Pipes.
- Section 6.—Wall Stacks.
 - a. Single.
 - b. Double.
- Section 7.—Registers.
- Section 8.—Air Supply.
- Section 9.—Smoke Pipe.
- Section 10.—Pipeless.

Article Number 1.—Meaning of the Term "Warm Air Furnace Heating Plant."

Warm air furnace heating plants, to which this code refers, shall consist of one or more warm air furnaces, enclosed within casings, together with necessary appurtenances thereto, consisting of warm air pipes and fittings, cold air or recirculating pipes, boxes and fittings, smoke pipes and fittings, registers, borders and face plates, the same being intended for heating buildings in which they may be installed.

Article Number 2.—Provisions to Be Made

in Building Under Construction for Reception of Warm Air Furnace

Heating Plants

Section 1. (a) The following provisions shall be made by the owner or building contractor, in any building wherein a warm air heating plant is to be installed.

(b) Where warm air register boxes, heads, pipes or stacks are to be installed, joists shall be set not less than sixteen inches (16") on centers and shall be butted and not lapped. Studding shall set directly over and under joists, leaving a space of not less than fourteen inches (14") between studs and joists. Wherever joists are cut, headers must be put in to support joists.

(c) All first story single or sub-floors shall be continuous. In all houses having studded exterior walls, these floors shall be extended to the outside sheathing and all spaces between studding shall be closed at the attic line.

Note 1. It is strongly recommended that the attic be tightly floored to reduce heat losses.

(d) All partition walls (or sections of these walls) in which heat stacks to the second floor rooms are to be installed, shall be built of six inch (6") studding to second story floor joists.

Chimneys

Section 2. (a) The owner shall provide a chimney for the furnace constructed in a manner to comply with the following specifications.

(b) The chimney must be absolutely smoke tight throughout its entire length, and must extend at least three feet (3') above a flat roof or two feet above the ridges of peak roofs.

(c) If built of a single thickness of brick or of cement blocks, it shall be lined throughout its entire length with fire clay flue lining, having not less than three-fourths inch ($\frac{3}{4}$ ") thickness. Flue lining to be laid in mortar and made air-tight.

(d) The furnace flue must have no other opening for attaching any fireplace,

furnace, stove, range, water heater, gas or ventilating connection.

(e) If necessary to offset the flue, it must be done in such a manner as not to reduce the cross sectional area nor create a ledge or obstruction, where loose material may lodge.

(f) Its narrowest dimension shall not be less than eight (8") inches and no flue smaller than 8" x 8" rectangular or eight (8") inch diameter round will be considered suitable when hard coal is to be burned, or 8" x 12" rectangular or ten (10") inch round for soft coal or wood.

Note 2. It is recommended that the height above the furnace grate be not less than twenty-six (26') feet.

Note 3. It is strongly recommended that all new chimneys be built in strict accordance with the ordinance recommended by the National Board of Fire Underwriters.

Article Number 3.—Method for Determining Size of Warm Air Pipes, Wall Stacks and Furnaces for Use in a Residence.

Method of Determining Size of Basement Warm Air Pipes

(Read Explanatory Notes 4 to 11).

Section 1. First Floor Rooms.

Divide square feet of glass by 12.

Divide square feet of net wall by 40.

Divide cubic contents by 800.

Add together the above and multiply by

8. The result is the area of the basement pipe.

The sum of:

Glass (sq. ft.) (Note 4) \div 12, Net Wall (sq. ft.) (Note 5) \div 40, Cubic Contents \div 800 \times 8 = Area of Basement Pipe (Note 10).

Section 2. Second Floor Rooms.

Divide square feet of glass by 12.

Divide square feet of net wall by 40.

Divide cubic contents by 800.

Add together the above and multiply by 6.

The result is the area of the basement pipe.

The sum of:

Glass (sq. ft.) (Note 4) \div 12, Net Wall (sq. ft.) (Note 5) \div 40, Cubic Contents \div 800 \times 6 = Area of Basement Pipe (Note 10).

Section 3. Third Floor Rooms.

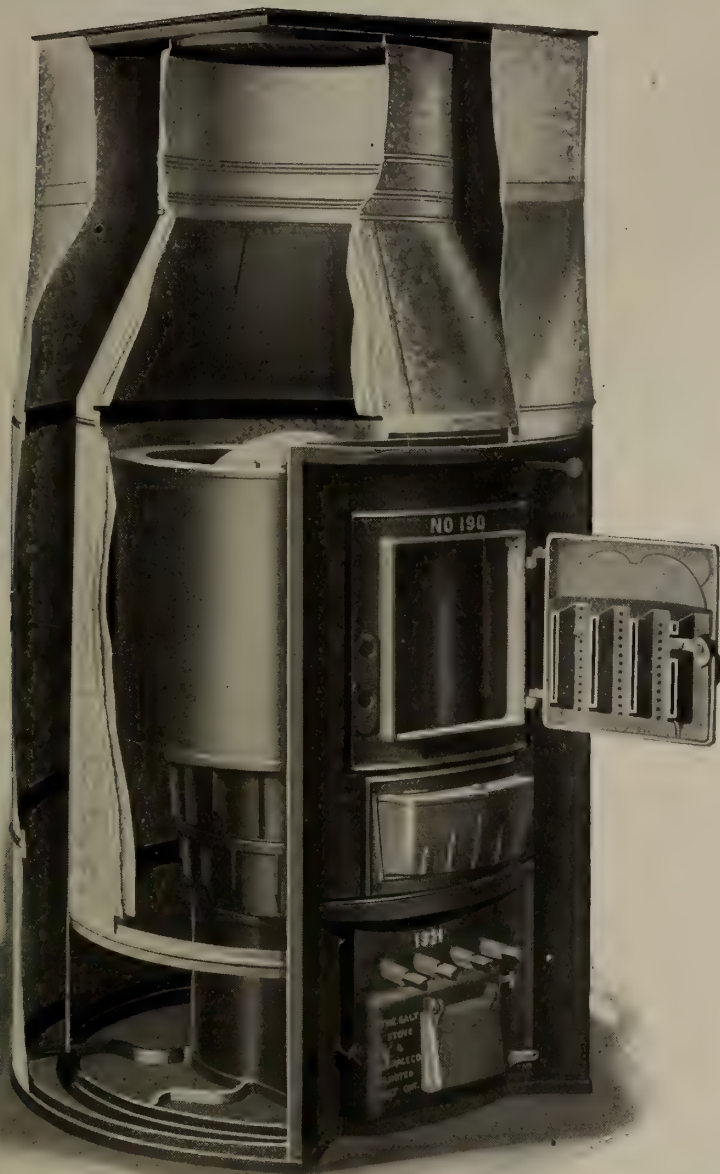
Divide square feet of glass by 12.

Divide square feet of net wall by 40.

Divide cubic contents by 800.

Add together the above and multiply by 5.

The BANNER Pipeless Furnace



**Banner
Furnaces
lead
the way**

National advertising, established reputation, uniform excellent construction and courteous Banner service all combine to make the Banner the wise dealer's first choice.

BANNER FURNACES

Pipe and Pipeless

are made in various styles and sizes to suit any building. They are constructed to give the greatest amount of heat per dollar's worth of fuel, and thousands of satisfied users throughout Canada will testify that they save fuel bills. Prospective customers can have the advice of our competent heating engineers as to the types of furnaces they should buy for their homes. The advice is free and is just one more of those features that help to make the Banner line so satisfactory from the dealer's point of view.

Write for fuller particulars as to terms, prices, etc.

GALT STOVE & FURNACE CO., LTD., GALT, ONT.

Representative for Western Canada:

James McLarty Co.
27 May Street,
WINNIPEG, MAN.

Representative for Quebec:

R. Lapierre
18 St. Maurice Street,
MONTREAL, QUE.

The result is the area of the basement pipe.

The sum of:

Glass (sq. ft.) (Note 4) \div 12, Net Wall (sq. ft.) (Note 5) \div 40, Cubic Contents \div 800 \times 5 = Area of Basement Pipe (Note 10).

Method of Determining Size of Wall Stacks

Section 4. First Floor Rooms.

Same as Section 1.

Section 5. Second Floor Rooms. Deduct 40% from basement pipe area determined in Section 2.

Section 6. Third Floor Rooms. Deduct 40% from basement pipe area determined in Section 3.

Explanatory Notes

Note 4. In obtaining glass surface use full casement opening. An outside door is figured as glass.

Note 5. To obtain net outside wall multiply height by width and deduct the glass in all windows and outside doors.

Note 6. For rooms having unusual exposure, ordinarily north, northeast and northwest, add 15% to pipe area. For east and west exposure, add 10%.

Note 7. For cold ceilings, add one-half net area of ceiling to net exposed wall (cold ceilings are those next to unfloored attics).

Note 8. Use no warm air pipe less than 8 inches in diameter.

Note 9. It is understood in using the above values for determining basement warm air pipe areas, that these pipes should be run comparatively straight and that they should not be over 10 to 12 feet in length. Sharp turns and long pipes should have extra capacity.

Note 10. These formulae are for 70° inside temperature with zero temperature outside. For a temperature of 10° below zero, add 10% to the capacity of each pipe.

Note 11. The value of 800 (used in cubic contents) is for an estimated air change of one room volume per hour. If it is desired to provide for 1½ room volumes use the figure 600. If for 2-room volumes use the figure 400. The factor of 8 in Section 1 will give a register temperature of approximately 190° in zero weather. Should a lower register temperature be desired, the factor 9 will give 175° at the register.

Transition Fittings and Stacks

Section 7. Transition from warm air pipes to stacks shall be made with a well designed elbow or boot and no stack shall be less than 60% of the warm air pipe area.

Section 8. All registers shall have a free area at least equal to the calculated area of the basement pipe, transition fitting or stack to which it is connected.

Section 9. Add together the actual warm air pipe areas in sq. in. as obtained in Sec. 1, 2 and 3, and select a furnace having a free area not less than the sum of all the warm air pipe areas.

Article Number 4—Installation and Location of Furnace

Section 1. The location of the furnace shall equalize the length of warm air runs as far as possible, yet give necessary preference to pipes supplying living rooms, dining rooms and main halls.

Section 2. Furnace foundation of brick, cement, or other incombustible material

must be provided. Said foundation to extend at least fifteen (15") inches at rear and sides of furnace casing and at least thirty-six (36") inches in front of furnace casing. Foundation to be level.

Setting or Assembling of Furnace

Section 3. (a) The base ring of the furnace shall be cemented to the foundation, making an airtight joint. The furnace parts shall be assembled plumb and level, and in a workmanlike manner.

(b) All sections and joints shall be properly fitted. Joints requiring cement shall be well filled and all bolts shall be drawn up tightly.

Casings

Section 4. (a) Warm air furnaces shall be enclosed in metal casings or walls of brick, tile or concrete.

(b) Portable. Sheet metal casings including casing tops shall be made of galvanized sheets, not lighter than Number 26-U. S. Standard Gauge. They shall fit the castings and casing rings closely, so as to be dust tight, and shall be securely fastened to the front. The casing shall be lined from the upper casing ring down to a line on a level with the grate.

(c) When side collars are used the casing top must be of sufficient height so that the largest warm air pipe can be taken from side without ovaling. In no case shall a distance less than eight (8") inches be maintained between the top of any furnace and the top of casing or bonnet.

(d) Any furnace, the casing top of which shall come within sixteen (16") inches of a combustible floor, ceiling or joist, shall be protected by a metal shield, extending not less than eighteen (18") inches beyond the casing of said furnace. This shield shall be suspended at least two inches below wood work, allowing free air space between shield and woodwork. No furnace casing or top, coming nearer than six (6") inches of ceiling or joists shall be allowed in any case.

(e) Openings for side casing collars shall be cut into the casing top, so that the tops of all openings are on a level. Casing collars shall be fitted into place with a proper flange, or bead on the outside and drawn up on the inside, making a dust tight joint. All collars shall be of same size as the warm air pipes to which they are to be connected.

(f) Brick set, cement or hollow tile casings shall be constructed as follows: Walls shall be not less than eight (8") inches in thickness, and shall be constructed airtight. Rectangular casing shall be, with least inside dimensions, the same as that of the portable casing of a corresponding size of furnace. Walls shall be carried to the same height as the portable walls, allowing not less than eight (8") inches between the top of the furnace and the bottom of the top cover. After placing the collars for the warm air pipes, continue the masonry up even with the top of the collars, lay spacing rods of bar iron on edge or angle irons across the furnace top, cover these with sheet iron, cover the sheet iron with masonry and run the side walls four (4") inches above the masonry bed. A galvanized, iron casing bonnet may be used on brick set furnaces.

Provision shall be made in the walls for a manhole to give ingress to heater.

Warm Air Pipes in Basement

Section 5. (a) All warm air pipes shall be made of bright tin not lighter than IC,

or galvanized iron. Side seams shall be locked seams. All joints shall be either double seamed or lapped not less than one and one-quarter (1¼") inches and such joints shall be beaded and soldered or riveted. All pipes shall be properly secured to ceiling or joist. No solder or riveted joint is required where round pipe slips over the casing collar. Any pipe twelve (12") inches or greater in diameter shall not be made of material lighter than IX tin or Number 26 U.S. Standard Gauge galvanized iron.

Note 12. It is recommended that all warm air pipes in the basement shall have an upward pitch of not less than one (1") inch per running foot.

(b) No warm air pipe shall run within one (1") inch of any woodwork unless such woodwork is covered with asbestos paper and the paper covered with tin or iron.

(c) All warm air pipes in the basement shall be provided with dampers not more than two feet from the casing.

(d) Where warm air pipes pass through a masonry wall, a metal thimble shall be provided, having a diameter at least 1" greater than the pipe, and pipe supported in such a manner that the air space is uniform on all sides.

Wall Stacks

Section 6. (a) Single Stacks. All single wall stacks or wall pipes, heads, boots, elbows, tees, angles and other connections shall be made of bright tin or galvanized iron and shall be covered with not less than one thickness of 12 lbs. per one hundred (100) square feet of asbestos paper. All studding and other woodwork facing said pipe shall be lined with metal and metal lath used in place of wood lath. An air space of not less than three-eighths (¾") of an inch shall be allowed on the two sides nearest the vertical studs. All such pipes shall be braced in a proper manner so as not to obstruct the flow of air but to retain the full capacity throughout. All joints shall be locked and held in place by means of lugs, or straps. No joint shall depend wholly upon solder to make it tight.

(b) Double Stacks. All double wall stacks or wall pipes, heads, boots, elbows, tees, angles and other connections shall be made of bright tin, not lighter than IC or galvanized iron and shall be made double, from and including the boot or foot piece in basement to the top of each and every stack and register head on all floors. There shall be continuous uniform air space of not less than five-sixteenths (5/16") of an inch, which must be maintained between the outer and inner walls of all such pipes and fittings of all kinds, styles and descriptions; such pipes, heads, boots and other fittings to be of the styles, or equal to those accepted by the National Board of Fire Underwriters.

All pipes and fittings either single or double must be secured firmly in place by lugs or straps attached to the outer walls of stacks and fittings, and no nails shall be driven through these stacks or fittings at any point. No wall pipes or fittings shall be used which depend wholly on soldered joints. The various members shall be so made that all joints are locked and soldered and the several members shall be attached to each other with slip joints, which are, for the purpose intended, airtight.

Registers

Section 7. (a) When baseboard or wall registers are used, they shall be properly

and permanently attached to the stack head in such a manner that will prevent any leakage of air between the head and the register.

(b) Floor registers shall be provided either with register borders or double register boxes of tin or galvanized iron with an air space of not less than five-sixteenths (5/16") of an inch between inner and outer boxes.

(c) Registers for warm air and warm air pipes shall not be located in outside walls. The warm air registers in the various rooms shall be located in or near the inside walls in all cases.

Air Supply to Furnace

Section 8. (a) The air supply to furnace for warm air heating plants may be taken from outside or from within the building or may be taken partially from outside and partially from within. In no case, however, shall air be supplied to any furnace from any basement or furnace room.

(b) The cold air intake or return where air is taken from within the building shall have a net area throughout its entire length of not less than the combined net area of all warm air pipes leading from the furnace. This may be maintained in one or more ducts.

(c) When the cold air supply is taken wholly from the outside of the building the supply duct at its most contracted area must equal or exceed eighty (80%) per cent of the combined area of all warm air pipes leading from the furnace.

(d) Cold air ducts shall be constructed of metal, tile or other incombustible material having smooth inner surface and shall maintain a constant net area throughout their entire length and shall be made airtight. Where a boot or shoe is connected to the casing at the base, the opening shall not extend higher than a line on the level of the grate of the furnace. The width of the shoe shall be of proper measurement to make the area at least equal to that of the round or square pipe to which it is connected.

(e) Wherever the space between joists is used to convey cold air over head, the joists and all wooden surfaces between such joists shall be lined with metal and a sheet metal pan constructed to extend not less than six (6") inches below said joists. The connection from this pan to the boot or shoe shall be made of galvanized iron not lighter than Number 26 U.S. Standard Gauge, and shall have a transition collar, the top area of which shall be at least 10% greater than the area of the connecting pipe.

(d) The cold air face or faces shall be made of wood, or metal. When set in floors the top of same shall be flush with floor. Where cold air face is placed in a seat or side wall (whether furnished by owner, general contractor or furnace contractor) the open work of face must extend to within at least one (1") inch of the floor line.

The free area of cold air faces shall be at least 10% in excess of the free area of the duct or ducts to which they are connected.

Note 13. The effective area of a vertical cold air face lies within twelve (12") inches of the floor line, hence, the capacity of any vertical cold air face shall be determined by multiplying the base line in inches by not to exceed twelve (12") inches in height and deducting for the grills or cross bars.

Smoke Pipes

Section 9. (a) The smoke pipe shall be as short and direct as consistent with the location of the furnace. It shall be made of either black or galvanized iron not lighter than Number 24 U. S. Standard Gauge, and of the full size of the collar on the furnace throughout its entire length. It must have no other opening for attaching any fire-place, stove, range, water heater, gas or ventilating connection. It shall be lock seamed or riveted; all joints shall lap not less than one and one-half (1½") inches and it shall be rigidly secured. Cast iron smoke pipe may be used.

(b) When the smoke pipe enters the flue, a thimble shall be cemented into the flue and the connections thereto made airtight. Should any smoke pipe come within sixteen (16") inches of any combustible material, such combustible material must be covered with asbestos paper and a metal shield so fastened that a two-inch air space exists between this shield and the combustible material. This shield shall be no less in size than twice the diameter of the smoke pipe and of sufficient length to cover the wood at all points.

(c) No smoke pipe shall project through any external wall or window.

Pipeless or One-pipe Furnace

Section 10. (a) When but one duplex grating is used for both warm air and cold air in a so-called pipeless furnace, the area of the cold air intake shall be at least equal to the area of the warm air outlet of the grating. Article 4, Section 4, relative to casing shall not govern when this type of furnace is installed, but the following specification shall be followed:

The inner and outer casing of this type of furnace may be made of either black or galvanized iron not lighter than Number 26 U. S. Standard Gauge. A uniform air space shall be maintained at all points between the inner and outer casing. In no case shall the top of the furnace be allowed closer than twelve (12") inches to any ceiling to joists above the furnace.

(b) Where joists are cut to accommodate this furnace, headers shall be put in and braced so as not to weaken the structure of the floor above the furnace.

(c) Article Number 3 for determining area of warm air pipe shall not govern in figuring a pipeless furnace.

(d) Where one warm air register face is used and separate face or faces for cold air supply are used, then Article Number 4, Sections 5 and 8 shall apply.

FREE Inspection Service to all buyers of Warm Air Furnaces *Be Sure You're Right*

Be sure you're right.

Warm air heating is efficient and economical, when the furnace is the correct size and properly installed. This bureau maintains an Inspection Service and issues a certificate when an installation measures up to the proper standards. This service is FREE. Always buy, rent or build a house heated with Warm Air when this certificate is attached to the furnace—for your own protection.

Furnaces approved for inspections:

Clare — "Hecla," "Success," "Star," "Standard."
Empire — "King," "Alpha."
Galt — "Banner," "Active," "Hector," "Renoun," "Ripper."
Gurney — "Gurney," "Scorcher."
Hamilton — "New Idea," "Souvenir," "Radiant," "Heat-ray."
Happy Thought — "Leader," "Reliance," "Bungalow," "Garnet," "All-cast."
McClary — "Sunshine," "Radium," "Bungalow."
Pease — "Economy," "Brampton," "Reliable," "Majestic."
Jas. Stewart — "Good Cheer," "Equator," "Alberta."

BOOKLET

Booklet of Standards containing valuable pointers sent free on request.

TORONTO BUREAU OF WARM AIR HEATING
25 Manning Arcade Annex, Toronto.

Clare Bros. Preston, Buy 'Jewel' Stove Business

Burrow, Stewart & Milne Co., Limited, Hamilton, Sell the Stove and Furnace
End of their Business to Clare Bros. & Co., Limited, of Preston—
May also Sell Their Scale Business.

One of the biggest changes in the stove and heating business made in Canada in recent years took place on May 23, when Clare Bros. & Co. Ltd., Preston, took over the stove and heating business of the Burrow, Stewart & Milne Co. Ltd., Hamilton, manufacturers of "Jewel" coal and gas ranges, stoves, heaters, furnaces, etc., which lines Clare Bros. will manufacture in future in addition to their well-known "Peninsular" stoves and ranges, and "Hecla," "Success" and "Hilborn" warm air furnaces.

The passing of Burrow, Stewart & Milne from the stove and heating business, after over half a century in the foundry business means a big change in the trade. The firm was organized in 1868 by William Burrow, Charles Stewart and John Milne, they engaging in the manufacture of grey iron and malleable castings, carriage and saddlery hardware scales, curry combs, as well as Jewel coal and wood cooking stoves, etc. In 1881, after a disastrous fire, the business was reorganized and warm air furnaces and registers were added, these being followed later by the addition of gas cooking and heating stoves. In 1898 a Dominion charter was obtained the present officers being:

Hon. John Milne, president and manager; Charles K. Milne, vice president; G. Russell Stewart, secretary-treasurer; Edward W. Burrow and Albert E. Hampson, directors.

It is understood that their scale and curry comb business may also be disposed of by Burrow Stewart and Milne, these not being included in the sale to Clare Bros.

Clare Bros. & Co., Ltd., Preston, are one of the oldest stove manufacturing concerns in Canada and the addition of the "Jewel" line to their products strengthens their position in the front rank of the Canadian stove and heating trade.

Organized seventy years ago by Clare and Beck, grandfather of Mr. A. N. W. Clare, present manager of the business, and uncle of Sir Adam Beck, the "Hydro" Knight, the sole ownership passed in 1872 to John Clare, and in 1881 to Clare Bros. & Co., composed of Hon. Geo. A. Clare, M.P., Fred Clare and H. C. Hilborn. In 1903 the firm became a limited liability company and with the death of Hon. Geo. A. Clare the presidency passed to Mr. Fred Clare, A. N. W. Clare being vice president and general manager; Stewart Clare, treasurer, and M. H. Smith, secretary.

Announcements regarding any changes to be made in consolidating the products of the two foundries will be made by Clare Bros. who plan to continue the making of the leaders in the "Jewel" line.

DISSTON HAND SAWS STANDARDIZED

Henry Disston & Sons, Ltd., Toronto, who are now manufacturing their full line of hand saws at their Toronto plant, made their first shipment of their "Made in Canada" hand saws to the Disston offices at London, England, on June 1.

In line with the movement towards eliminating unnecessary lines, thus making

it possible for retailers to carry a full line in stock, they announce, beginning May 1, 1923, the elimination of patterns and sizes that were not essential to a complete line. This will, they point out, mean better hand saw business for everyone interested in the sale of hand saws, because:

(1) By concentration, capital invested in the Disston standardized line can be made to earn a bigger return;

(2) Since the saws comprising this line are in constant demand, the rate of turn-over can be increased;

(3) Simplified manufacturing problems will assure even better service to all jobbers and dealers pushing the sale of Disston Saws.

In bringing about this standardization in addition to eliminating many non-essential lengths and points, the following patterns of Disston Saws have been discontinued: No. 99, No. 9, D-21, D-22, D-30, D-117, No. 77, No. 8, No. 38, No. 39, No. 42, No. 43, No. 1874.

Should any jobber or dealer have a call for any of the discontinued patterns, the Disston Company recommend that he advocate the purchase of the number indicated in the table below:

No. 16 is recommended in place of	No. 99
No. 7	No. 9
D-8	D-21
No. 16	D-22
No. 16	D-30
D-17	D-117
No. 120	No. 77
No. 7	No. 8

PRESTO TUBE PATCH

Geo. P. Reuhl, 275 King Street East, Toronto, is placing on the market the Presto Tube Patch. It is sold in lengths of 9" x 4" and a tube of rubber cement is supplied. The Presto Tube Patch is

attractively packaged in cardboard container having a metal top which is used as buffer to ruffen the surface of tube instead of sand paper.

INVITATION TO "COME WEST"

Editor, *HARDWARE AND ACCESSORIES*.

Your Annual Spring Buying Number to hand. You sure made a success of it. Every page is a winner. You can count on us as a continuous subscriber.

Say, Mr. Editor, bring your golf sticks along and try our new nine hole golf course when you and your Toronto friends come West to look over the only Anthracite Coal Fields in Canada. "Hoppe" they are just south of us 80 miles.

I do not wish our Ontario friends any hard luck next winter when their coal bins are empty and they are sending \$100,000,000.00 to Uncle Sam.

Tell Toronto people to come West and see Canada. Get the broadening out spirit, etc.

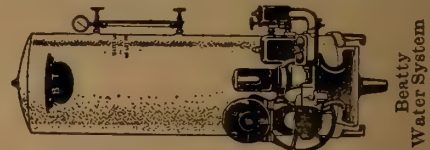
L. C. Porteous.

Grand Prairie, Alberta, April 30.

BEATTY PNEUMATIC PRESSURE SYSTEMS

Beatty Bros., Limited, Fergus, well known pump and electric washer manufacturers, are now offering to the trade a splendid sales proposition—a Pneumatic Water Pressure System.

The outstanding features in connection with the system are, the automatic electric switch which has been tested and



found to respond positively, 700,000 times, the 210 gal. capacity per hour pump, the air tight tank and the smoothness in the operation of the mechanism. The outfit takes care of itself. It starts and stops automatically, being controlled by the pressure in the tank which works in conjunction with the electric switch.

WINTER IS OVER

—But

NEXT WINTER IS SURE TO COME

Get ready for it by installing a

HECLA FURNACE

It Saves 1 Ton in 7

Hecla Furnaces have Patent Fuse, no cement joints, it will not leak Gas or Dust. A Quality Furnace in a class by itself. If it is for your own home, buy a Hecla. See it before you buy any other.

A. WELCH & SON

304 Queen St. W.

Phone Main 298

The Gillette Electric Clipper



"Gillette" model "1911" ceiling suspended Portable Electric Clipping, Grooming, and Shearing Machine

Saves Time and Money

Clipping Horses, Mules, Cattle and Dogs.

Quickly and easily shears Sheep and Goats. Used extensively for grooming Horses, Mules and Cattle.

Operates from any electric lamp socket. Also run on any make of Farm Lighting Plants.

Send for price list illustrating our different types of Hand and Power Machines, also Hand and Toilet Clippers.

Gillette Clipping Machine Co.

129C-131 West 31st St.

New York City



KEWANEE

COAL SHUTES AND COAL DOORS

**All Steel
No Castings**

Shield rises automatically to protect the wall above and door forms a hopper.

Dealers now selling KEWANEE Coal Shutes and Coal Doors are receiving many repeat Orders.

Write for literature and dealers prices.



Cast Stone Block & Machine Co., Limited

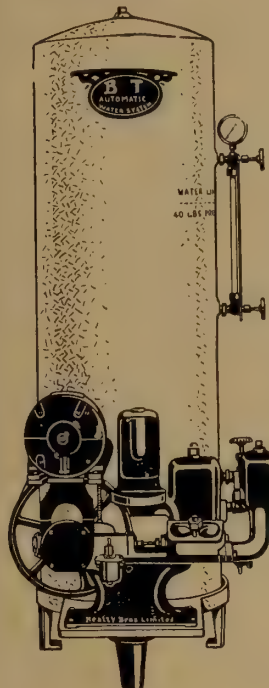
1436 Howard Ave.

Windsor, Ont.

In United States: Kewanee Manufacturing Co., Kewanee, Ill.

RELIABLE, DURABLE SERVICEABLE EASY TO INSTALL PROFITABLE AND

Backed by a firm which has over 50 years' experience in the Manufacturing business—these are some of the reasons why Hardware dealers and all dealers handling pumps and bathroom fittings should sell



The BT PNEUMATIC PRESSURE SYSTEM

Every one of these dealers has the finest sales opportunities awaiting him in selling BT Pneumatic Pressure Systems.

The people in the rural districts, in the small towns—all need pressure systems which bring to the home the same comforts and conveniences as enjoyed by city people.

It only costs TWO CENTS A DAY to operate a BT Pressure System which supplies either hard or soft water from well, cistern or spring, both night and day.

The
**BT PNEUMATIC
PRESSURE SYSTEM**

We are on the lookout for dealers who will co operate with us in pushing this line.

Write today for further particulars. Our nearest branch will serve your needs.

BEATTY BROS., LIMITED

Head Office: FERGUS, ONT.

Branches: Toronto London Montreal St. John
Winnipeg Edmonton Vancouver London, Eng.

Many Stores Find Accessories Profitable

Auto Accessories, Sporting Goods and Camp Equipment Work in Well Together—
Why not Feature a Camp Supply Display?

SATISFIED CUSTOMERS ARE BEST ADS

By W. J. Doyle, John Lewis Co., Belleville

Our store motto is: "The customer is right and if he does not receive satisfaction, his money is cheerfully refunded." So closely do we try to follow this motto that in most cases the sale is permanent and a satisfied customer results.

Here is an illustration: At the suggestion of her husband, Mrs. Brown came in to look at a Quick-Lite Lamp. She was one of those timorous souls who make up their minds beforehand that they will look it over but won't buy. Her first words were, "I wish to see those gasoline lamps. Are they safe? I am afraid of gasoline. It will cost a lot to run. The mantles won't last, etc., etc." You know the story and how groundless it is.

We are always prepared for such resistance by having a demonstrating lamp handy on the counter. We immediately started to light it and before she had finished the lamp was doing its own talking.

Then we said to her: "Mrs. Brown, take the lamp home with you. If for any reason you wish to return it, bring it back within a week and get your money." In three days the lamp was back. She couldn't make it work. It leaked gas, she said. Of course, she followed directions but there was no use. It simply wouldn't work.

We at once agreed to refund her money. At the same time we put new mantles on the lamp, cleaned the generator tip, pumped up the fount, tightened the air stem and then generated and lighted the lamp. It worked even better than our demonstrator.

All the time we kept up a conversational selling talk. "Mrs. Brown," we said, "We are going to refund your money, but before doing so, we will ask you to be frank with us. Judging from the way the lamp works, do you honestly think the trouble is with the lamp?" By this time we had made out her refund slip.

But the lady had a change of heart and actually refused the refund. She agreed that it certainly did give a good light and that perhaps she didn't really give it a fair trial. The lamp went back sold and the result was a satisfied customer which we think is the best advertisement any store can have.

We consider Coleman Quick-Lite Lamps and Lanterns on a par with our other staple lines and we give them the same attention we give the rest of our leaders.

We find it a good idea to keep a good stock on hand. Then it looks as if we had confidence in the line and this same confidence is conveyed to the customer.

We figure that everybody is a Quick-Lite prospect and approach him accordingly. If he is interested enough to be shown and gives us even the slightest feeling that he is a prospective purchaser, he takes a Quick-Lite with him.

It will surprise you to know that we ship Quick-Lite Lamps and Lanterns to the Adirondack Mountains, to Saskatchewan, and British Columbia. We sell them regardless of the fact that they can be bought most any

MARKET FOR RADIO SETS

The market for radio sets is growing and with the development there is a demand for complete sets installed from the older people who have been interested in radio yet who do not wish to take the time or probably the inclination to fix up sets for themselves.

Robert Hawkins, hardware merchant, Smiths Falls, sells radio sets and has arranged with A. Baker, electrical contractor, to install them.

HARDWARE STORES HANDLE ACCESSORIES

Many hardware stores are "cashing in" on the demand for motor accessories. Not only that but in many cases they handle motor cars in addition to a full range of parts, tires and specialties.

For some years Clark & Lewis, Smiths Falls, have handled Ford cars. A separate department connected with the hardware store is used for a show room and Ford parts, tires, etc., are sold across the counter in the same manner as hardware.

A curb pump is conveniently located near the corner in full view of traffic. The store is located at the corner of Beckwith and Main Sts., both wide streets so that cars getting a supply of gas, while on the street, do not interfere with traffic in any way.

Another Smiths Falls Hardware Store, Cameron & Leacock, handles automobiles and they operate a garage in connection with the car agency. A curb pump is located at Beckwith which is on the short provincial highway between Kingston and Ottawa via the Rideau route.

The general Ford agency in that district is handled by James & Reid of Perth, another large corner hardware store. A department of the store is devoted to accessories and in addition they operate a large garage and repair shop and a curb gas pump.

Hardware stores generally should realize the extent of the motor tourist traffic as well as local business in this connection. They have means of displaying the accessories on shelves, counters and in windows in an attractive manner which turns the flow of traffic to the store.

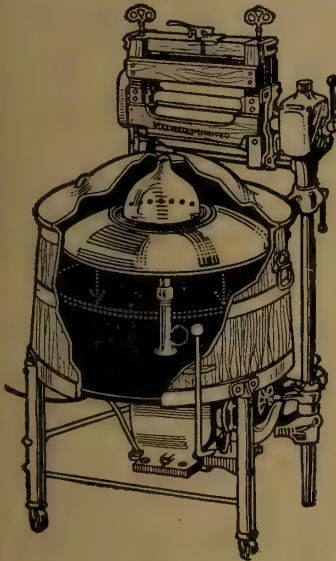
Motor goods may be shown to good advantage adjacent to fishing and camping outfits and various sporting goods lines. Even where special accessory departments are maintained it is well to have a few tires. It is advisable to have a few accessories which are among the best sellers near the door with probably a card or sign to direct the customer to the department where a wider range may be seen. Where the store is on the line of tourist traffic window displays will be found profitable. Tires should be given a prominent place as well as other accessories during the whole tourist season and it will be well not to forget the local trade which will be available the year round.

"If you want to improve your shooting (your business) put up a mark (a quota) to aim at."—Frank Stockdale.

SUMMER SALES

are augmented by the phenomenal demand
for the

MONO-VAC ELECTRIC WASHER



Its Superior Features are:

Single percolating vacuum cup of aluminum adjustable to any size of washing.

Washes by pressure and suction.

Driving gears under the tub promote stability—all fully protected.

Adjustable fourth leg for uneven floors and draining off.

Swinging, reversible, quick release wringer— $\frac{1}{4}$ H.P. motor, special for washing machine service.

Maxwells Limited

St. Marys

Ontario

The Best Pump At The Right Price

When they ask for that, can you give it to them—can you sell them a pump that will prove by long years of good service that it is the best pump at the right price?

You can if you sell an Aylmer Pump. We have been making the best pumps for thirty-five years. We guarantee every pump we sell.

**Aylmer
Pumps**

Cistern pumps, pump jacks, force and lift pumps, windmill pumps, scales.

Aylmer Pump & Scale Co.

Aylmer

Ontario

Write for
Catalogue
No. 19



Nearly 4,000,000
Canadian Readers are
now reached every
month by

"Wear - Ever"

Advertising.

WEAR-EVER



TRADE MARK

"Wear-Ever" advertising is helping to create customers for "Wear-Ever" Aluminum Cooking Utensils. It is keeping the line moving, selling, turning over.

"Wear-Ever" is an active line. Stock it now for the preserving season demand, and start getting extra profits at once.

If you are not already handling "Wear-Ever" write for particulars.

**Northern Aluminum Co., Limited
TORONTO**

TRY THIS BASEBALL CONTEST

With the baseball season now on hardware merchants with six or more employes can inspire these men to greater selling effort and make work seem like play to them by conducting a one-month baseball sales contest such as an American store staged during the fall of last year, and which the head of the firm states increased sales during the month it was on 25 per cent.

To conduct such a contest, elect two team captains, having a red team and a blue team. These captains then chose sides and include in their teams salesmen, office girls, deliverymen and helpers. The help other than those employed at selling can boost the team's standing by bringing in assists. Any prospect turned in who buys \$50 worth of goods constitutes an assist. Two assists put a player on first base.

The game is four innings long, one week to an inning. The score is changed at the end of each inning. This is the way the game is scored:

Home Runs—Single orders amounting to \$100 (or whatever other price you decide on).

Three-base Hits—Any washing machine, or other articles amounting to \$50.

Two-base Hits—Any order amounting to \$25.

Single Hits—Any dinner set, vacuum cleaner; or order amounting to \$15; and the largest number of individual sales made during one winning.

Sacrifice Hits—Man selling goods for another salesman. In this case the man to whom the sale belongs gets credit for the full value of the sale and the man making it gets credit for an single hit.

Assists—An assist is the name of a prospective buyer handed in by any member of the team which results in a sale of at least \$10. This does not refer to a case where a salesman simply directs the attention of another salesman to a customer who is not receiving attention. Two assists entitle the player to a base hit. Assists must be reported to the team captain during the inning in which they occur.

As prizes the store offered \$10 to the winning team \$5 to the individual making the largest number of sales, \$5 to the individual making the largest number of home runs and \$5 to the individual making the largest number of assists.

Some of the articles listed as hits were stickers. The longer they had stuck, the larger the score allowed for selling them.

The game was played as nearly as possible like the real game. A large board with two diamonds painted upon it was hung on the wall. The players were represented by red and blue number tacks with large heads. The first person making a hit stayed on first base or the base he occupied until the next batter pulled him around or brought him home. The batting order was arranged alphabetically. Some fun was furnished by some by-play, such as a man with a home run holding up his slip until the bases were full, but they could not be held up long as the slips had to be turned in so that the goods could be delivered.

One of the results of this contest was to clear the store in the month of a lot of goods which had been practically unsalable at any price. One salesman made fifteen home runs. One of the girls in the office won the prize for the most assists.

Other sales contests this store has pulled off recently with good success was a sales Derby, each salesman representing a horse; and an airplane race around the world. The Watkins store is known as one of the liveliest and largest small-town home furnishings institutions in the United States. Its manager is constantly inspiring his help by holding contests.

A NOVEL BASEBALL WINDOW

The Sporting Goods Dealer suggests a window trim to attract baseball and sporting goods trade as follows:

A fence, as a background, can be made from wallboard, and then painted to represent a board effect. The foliage at each side can be of any artificial variety that there is on hand or is procurable, or natural branches, if leafed out at the time.

Two cut-out youngsters one holding a bat and the other throwing a ball should be painted upon wall board, and then cut out with a keyhole saw when completed and dry. Such figures always can be painted at any sign shop. To complete the effect of action in the display, a baseball which is supposed to have been batted by one of the boys, is made to appear as if it had broken a glass of the window, which effect can be obtained by cutting a baseball in half and gluing on each side of the pane one-half of the ball, so that each half is exactly opposite the other. Around the half on the inside, there should be glued bits of broken glass, and several pieces should be placed on the floor of the window beneath the supposed break, as if they had fallen there. The cracked effect can be produced with a piece of soap, with which the glass is marked. This is a simple but attractive setting, and what goods it may be desired to display can be placed in the background by the wall board fence.

DAYLIGHT SAVING SELLS CLOCKS

Here and there all over the country the daylight saving ordinances are being put into effect. Salesmen tell us that this daylight saving plan always stimulates the sale of alarm clocks. Alarm clocks always are timely in the summer when so many people get up for a swim, game of golf, or other exercise before breakfast. Suggest to your dealers to place alarm clocks in all sporting goods windows—and in all camping windows. Sales will jump as a result.

Sporting Goods and Fishing Tackle

Read, Learn and Remember

(Overheard Conversation: "Say, Bill, where can I get a Rod, Line and Outfit in this district? Haven't time to run down town and get one.")

"No need to. Prince can fit you out. He has a splendid line of Trout, Perch and Bass Hooks of all kinds; Silk Lines and Gut Leaders of the very best quality; Floats, Sinkers, etc., and you can get a Steel Rod from him ranging in price from \$1.25 to \$10.00."

"Thanks, old man, for your tip. I'll just hustle over right now and get a complete outfit from him."

BASEBALL BATS, BASEBALLS, GLOVES
MASKS, TENNIS BALLS, etc.

Prince & Co.

The Oldest and Most Complete Hardware Business
in This Section

527 Bloor St. West - - College 2652

Unusual advertisement of a Toronto Hardware Dealer.



PFLUEGERS' Fishing Tackle

Best by Test  Since 1864

THERE is a piece of Pflueger Tackle for every kind of fishing from the game fish of the fresh water lakes and streams to the leaping Tarpon of the briny deep.

A Variety of over 5000 Articles: Reels, Hooks, Baits, Spoons and Spinners, Snelled Hooks, Leaders, Cuttyhunk Lines, Silk Lines, Furnished Lines, Wooden Minnows, Rods, Flies, Floats, Sinkers, Etc., Etc.

Pflueger Tackle is guaranteed without time limit against defects in Workmanship or materials.

THE ENTERPRISE MFG. CO.

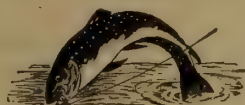
"The PFLUEGERS"

Largest and Oldest Tackle Makers in the United States

AKRON, OHIO, U.S.

DEALERS

Ask for our No. 37 illustrated catalog, 400 pages of interesting information.



What it means to your store to carry Abbey & Imbrie fishing tackle regularly in stock has been expressed by many of our dealers. They say: "It means we get some of the prestige attached to this excellent tackle and the class of trade that attracts other trade." Catalog on request. Identification as dealer in fishing tackle essential. Established 1820



ABBEY & IMBRIE
Division of
Baker, Murray & Imbrie
97 Chambers St.
NEW YORK

*"Fishing Tackle that's
Fit for Fishing"*

A REAL PROFIT IN EVERY SALE

Here's a hand pump that operates easier, pumps more air per stroke, won't leak, and it will operate as good in 1926 as on the day of its 1923 purchase.

Hidden away—out of sight—is the feature that enables this pump to give three or four years of perfect pump service and to fill tires quicker and faster.

This feature is its all metal—positive seating—valve which is absolutely air tight. It traps all air. None leaks back from the hose with every upstroke, half filling the barrel, wasting time and effort.

Dealers make corking good profit off retail price of \$4.00. Say this to your customer and we'll back you up: "The best hand pump you ever used—or money back."

WRITE FOR ILLUSTRATED LITERATURE, DEALERS' PRICES, ETC.

The ANTHONY COMPANY

LONG ISLAND CITY, N.Y.



THE ANTHONY TIRE PUMP

JOBBER'S WRITE FOR PROPOSITION

In every part of Canada it's the same story:—"Dunlop is the 'boy' for big Mileage!"

DUNLOP TIRES

CORD and FABRIC

Resilient, Rugged, Reliable

Say to your garage man:—"I want the Cord Tire all Motordom is talking about." He'll hand you a "DUNLOP."



Production of Canada's Paint Industry

According to a booklet issued by the Dominion Bureau of Statistics the cost of materials used in the paints, pigments and varnishes industry, including the consumption of intermediate products made by several firms for their own use, was \$6,200,000 less than the amount spent under this item in the previous year, and the total value of the products made fell off \$8,900,000. The value added by manufacturing declined only \$2,700,000, and amounted in all to \$8,329,000. The average number of employees was about 330 less than in 1920 and came very close to the number on the rolls in 1919. Salary and wage payments, however, were \$800,000 greater than in 1919 and were only approximately \$131,000 below 1920 pay-

ments. The amount of actual capital employed in the industry, which was in excess of twenty million dollars, was practically unchanged from the previous year. The continued campaign to educate the people as to the economy of protecting property by the use of paint and varnish was probably the factor which kept every paint plant working in a year of depression such as 1921. The effect of this campaign will probably be better shown in subsequent years.

In the production tables the data for 1921 shows the quantities and values of products made by the reporting firms for their own use in further processes of manufacture. No separate record of such data was obtained in previous years.

Unit of Measure	TOTAL PRODUCTION 1920		1921	
	Quantity	Selling Value \$	Quantity	Selling Value \$
PRODUCTS MADE FOR SALE—				
Basic carbonate, white lead, dry.... lb.	10,747,636	1,072,249	7,636,939	707,132
Basic carbonate, white lead, in oil... "	18,687,575	2,682,308	11,953,317	1,324,101
Red lead	1,538,925	174,367	548,774	51,672
Litharge	3,441,226	373,765	1,724,000	140,919
Dry colours	3,881,821	857,814	2,391,024	431,653
Lampblack and other carbon blacks.. "			53,136	4,122
Iron oxide pigments	4,250,397	134,568	4,298,935	87,601
Putty and other fillers	6,976,623	485,404	5,408,430	374,490
Mixed paints ready for use	3,244,345	11,312,004	2,372,352	6,909,197
Varnishes, all kinds	2,549,038	5,076,947	1,593,525	3,547,623
Japans and lacquers	275,928	421,293	213,858	402,309
Linoleate driers made	3,337	10,005	8,960	19,458
Resinate driers made	66,586	122,094	247,902	222,085
Stains	448,153	792,241	345,790	659,744
Shellac	118,068	664,587	99,320	429,208
Asphaltic and tar paints	88,149	83,836		32,645
Linseed oil, boiled	176,033	324,357	121,920	145,254
Stand, blown or enamel oils	14,456	52,436	12,500	51,000
Floor waxes and polishes	159,773	66,150	134,840	71,382
All other products		2,335,671		1,560,595
Total products made for sale		27,042,096		17,172,190
INTERMEDIATE PRODUCTS MADE FOR USE—				
Basic carbonate white lead, dry			4,722,084	314,217
Basic carbonate white lead, in oil ... "			1,336,867	133,157
Dry colours			263,401	27,004
Varnishes, all kinds			168,554	325,478
Japans and lacquers			20,442	26,151
Linoleate driers made			1,434	4,749
Resinate driers made			8,204	7,482
Asphaltic and tar paints			3,408	2,916
Linseed oil, boiled			12,074	15,177
Stand, blown or enamel oils			2,649	4,216
All other products				1,588
Total intermediates made for use...				87,135
		27,042,096		18,044,325

THE MONTAMOWER LAWN MOWER

A greatly simplified and more efficient lawnmower has been perfected by Hubert H. Montague, president of the Montamower Company, Traverse City, Michigan, which, it is said, will cut and trim at the same time, both tall and short grass a great deal easier than any present known mower. It is silent in operation.

This new convenience is a great deal lighter in construction than the average lawnmower, weighing only seven pounds and due to the fact that there are no large wheels at the side, grass can be cut around trees, shrubs, and along embankments much

better than formerly, making hand cutting and trimming unnecessary.

The mower drives in much the same manner as the former styles, having a long "I" shaped handle, solidly set, but here the similarity ends. The cutters consist of sixteen small, gear shaped wheels, but sharpened. Eight cutters on a side interlock and insure that the grass is cut evenly wherever the mower is guided. These cutters are adjustable so that grass may be cut to any height desired.

At the side are two small wheels, only two inches in diameter. These serve to guide the mower and take the place of the larger wheels now generally used. These wheels have gear toothed edges which

serve to secure a hold for the mower in the dirt, whether it be damp or not, and insure smooth running. Just in front of the wheels are two guards with pointed ends, which serve to guide the operator of the mower and insure that it will be held at just the right angle to get the best results.

The cutters are so designed that each one may be replaced when dull and a whole set only costs a few cents, making sharpening unnecessary.

MULLARD RADIO VALVES

The product of The Mullard Radio Valve Company Limited of London, England is now being handled by The Radio-valve-Equipment Company, 85 Florence Street at Brock Avenue Subway, Toronto, an organization comprised chiefly of officials of Powley & Moody Limited who have been acting in this capacity for the last year. Powley & Moody Limited will be located at the same address.

H. S. Powley, President of the Company, advises us that owing to the Mullard Company now being located in their new factory, and also that they have been successful in litigation launched against them, all types of Mullard tubes will now be available with American Base, excepting those types requiring special mountings. One very important announcement is the introduction to the Canadian market of a low filament ORA Tube, which possesses wonderful advantages in the oxide filament classification of receiving valves, it being a splendid detector and excellent amplifier. Delivery of these tubes will be available about the middle of June.

Powley & Moody Limited are primarily engaged in handling Storage Battery Electric Apparatus, being Canadian Distributors for The Automatic Transportation Company, Buffalo, N.Y., world's largest manufacturers of Storage Battery Industrial Trucks, Tractors and Locomotives; The Hertner Electric Company of Cleveland, Ohio, makers of the well known Hertner constant current vertical Motor Generator Units for Edison battery charging, and types particularly adapted for handling Lead Batteries; Sales Agents for The Edison Storage Battery Company, the famous "ROCHLITZ" Water Still's, and other kindred lines.

EUROPEAN CONDITIONS NOT GOOD FINANCIALLY

Mr. George Pepall, general manager of Samuel & Benjamin, Ltd., metal dealers, Toronto, has returned from a three-months' trip abroad. Since the winter Mr. Pepall has visited the Mediterranean, France, Italy, Switzerland, Germany, Czechoslovakia and Britain. He speaks rather deplorably of the financial and political situations, especially on the continent, where paper money is being printed by the bushel, and where it costs a huge sum in paper currency to get even the necessities of life.

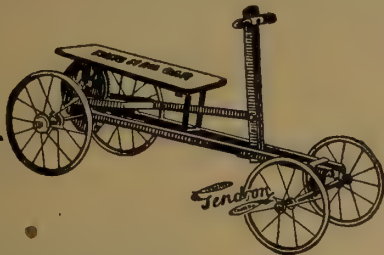
The trip itself was an enjoyable one in scenic features. The weather was fine, and Mr. Pepall returns with renewed energy and health, and glad to be back again to more stable living conditions in Canada.

Here's A Line That SELLS



No. 24 or 28 ROWING WAGGONS

Fine sturdy vehicles that will take a lot of hard knocks and bumps.



The turnover on this line is limited only by the number of children in your district. Let us have your order on No. 24 or 28.

The Gendron Mfg. Co., Limited
Duchess Street TORONTO

WRITE FOR PRICES ON SUPERIOR MACHINISTS VISES



These vises are of correct design and are strongly constructed.

They are very rigid and can be used and depended upon for all accurate work. Various sizes are made, from 3" to 6" Jaw.

We also make other types of vises, both Bench and Machine. Bench Grinders, Small Air Compressors and Saw Mandrels. Write us direct or to our representatives—

A.G. & A.L. BROWN CO., MONTREAL and
DAVID PHILIP, WINNIPEG
SUPERIOR MACHINERY CO., Limited
51 York St., London, Ont.

Quality Radio Supplies

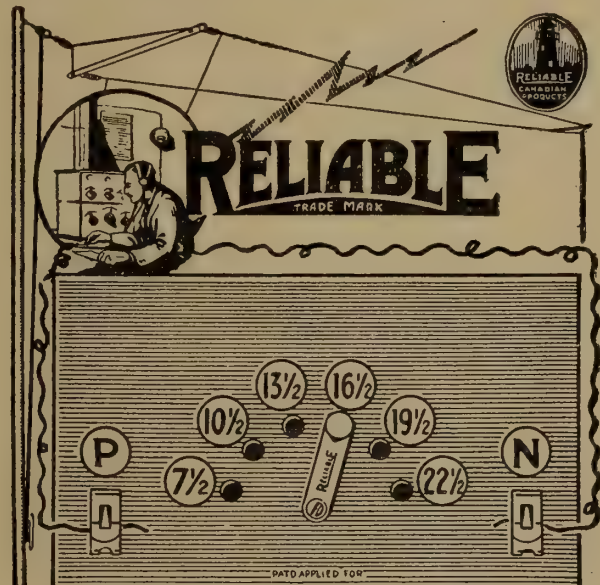
We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
U.S. Tool	Reliable Batteries	Marconi Wireless Co.
Murdock	Eveready Batteries	Federal Telephone Co.
Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY

62 YONGE ST. ARCADE, TORONTO, ONT.



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by
The Dominion Battery Co., Limited
Toronto - Montreal - Winnipeg - Calgary - Vancouver

THE LATEST DEVELOPMENT IN WRENCHES

"IT CAN'T LET GO UNTIL YOU LET IT"

Make your customers happy by selling them a Universal.

As far ahead of the ordinary wrench as the automobile is ahead of the stage coach.

Prices reduced



An adjustable wrench, an offset wrench, a full ratchet wrench, a pipe wrench, a pair of pliers all in one tool. The best wrench value on the market.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH COMPANY, 2 Medbury Lane, Windsor, Ont.

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ALBERTA

Calgary—Herbert Paint & Varnish Co. Ltd., with a capital of \$100,000, has commenced manufacture of paints, enamels, etc.

Calgary—H. Wilmott, formerly associated with J. H. Ashdown Hardware Co. Ltd., has joined the staff of the Ford Motor Company.

Edmonton—De Kermor Electric Heating Co. Ltd., incorporated with capital \$500,000.

Leduc—Wyman & Small, hardware, succeed Kelly & Dalgleish Ltd.

BRITISH COLUMBIA

Victoria—Oak Bay branch of Drake Hardware Co. succeeded by J. B. Smith.

Port Haney—A. P. Stewart, hardware, succeeded by Matchett & Co. Ltd.

Smithers—A. Chisholm, has discontinued.

MANITOBA

Benito—Dykeman & Gibbons have been succeeded by M. Dykeman.

Inglis—A. Seifert sold to D. J. Green. Morden—Tinsmithing business commenced by G. Metz.

Shoal Lake—Manning Hardware Co. purchased hardware stock of Smellie Bros.

Winnipeg—W. H. Austin appointed manager Winnipeg branch Canadian Oil Company. He was formerly manager of their Calgary branch.

NEW BRUNSWICK

Sussex—Fairweather hardware store destroyed by fire.

ONTARIO

Ailsa Craig—W. H. Kennedy Hardware destroyed by fire.

Appin—W. H. Galbraith succeeds Galbraith Bros.

Barrie—J. L. Coffey now owner of hardware business formerly carried on by estate of J. Coffey.

Ft. William—J. T. Armstrong, hardware, commenced at 611 Victoria Street.

Humber Bay—P. B. Grundy has commenced.

Killaloe—P. Vincent, hardware, commenced.

Kingston—H. B. Trotter, hardware, 345 Princess St., commenced.

Kitchener—Doon Twines are ceasing operations at Doon and transferring equipment to head office and plant, Kitchener.

London—J. F. Jackson & Co., hardware, succeeded by W. C. Miller.

Niagara Falls—S. P. Hynde, hardware, commenced at 196 Main Street.

Ottawa—W. G. Edge Ltd., plumbing and hardware, discontinued hardware branch.

Orillia—The Sheet Metal & Hardware Co. have purchased the bathroom fixture business of Rizinger Bruce Co. Ltd., Niagara Falls, Ont.

Ottawa—Safetee Glass Co. of Canada Ltd., incorporated with a capital \$500,000.

Toronto—C. E. Bowman appointed Ontario sales representative for Carborundum Company.

Toronto—A presentation of a purse of gold was made by the employees of the Beckh Company, Ltd., to Theo. Miles, upon his retiring from active service after over forty-five years with the company.

Toronto—Dominion Radiator and Boiler Company Ltd. has been organized to take over the Dominion Radiator Co. Ltd., Toronto, and the American Radiator Co. of Canada, Ltd., Brantford. H. N. Leadbetter, formerly of the American Radiator Co., is president of the new company.

Toronto—Mathewson Hardware Company moving Danforth & Pape Aves branch to 812 Danforth Avenue.

Toronto—J. H. Morin & Co., paint and varnish manufacturers, building and contents damaged by fire.

Toronto—Murray Hardware commenced at 202 Jane Street.

Toronto—F. R. McKinley has been added to the sales staff of Benjamin Moore & Co.

Toronto—H. P. Porter, vice president and asst mgr. of Sanderson Percy & Company, was overcome by carbon monoxide fumes while working on his motor car at the rear of his home. All efforts at respiration were unavailing.

SASKATCHEWAN

Amulet—R. H. Collett hardware, commencing.

Ardill—N. E. Wenman succeeded by E. W. Semanski.

Hyas—Manning Hardware removed to Shoal Lake.

Hyas—J. Newman, hardware, commenced.

Ottam—T. T. Clark, hardware, commenced.

Rosetown—Meraw Bros., hardware, commenced.

Rosthern—C. Fast, hardware, has commenced.

Rouleau—Tinsmith business commenced by T. A. Quigley.

Odessa—Davin branch of Edwards & King discontinued.

Wadena—J. A. Mooney succeeded by Frances & Newman.

QUEBEC

Barthelmi—J. M. Comtors, hardware, fire loss.

Montreal—George Caverhill, president of Caverhill-Learmont & Co., wholesale hardware, has been appointed president of the Montreal Loan & Mortgage Co.

Montreal—A. H. Bedard, hardware, moved to 4864 Sherbrooke St., Westmount.

Montreal—Plant of Canada Paint Co. Ltd., damaged by fire to extent of \$100,000.

Montreal—Des Rochers Limited, have removed from Centre St. to Sherbrooke Street.

Montreal—W. S. Leslie, president of A. C. Leslie & Co. Ltd., recently returned from a four months' business trip to Great Britain.

Drummondville—Macdonald Wire Goods Co. Ltd. are now located in new factory.

Montreal—W. S. Fallis, managing director of Sherwin-Williams Co., elected chairman Montreal branch of C.M.A.

Montreal—Geo. Sanderson, Brandram-Henderson Ltd., elected member executive council Montreal branch of C.M.A.

Montreal—The Perfection Stove Co. have moved from 9 St. Sulpice Street to 25 St. Peter Street.

Quebec—C. Lapoint recently died.

Montreal—Seybold, Walker Ltd., moved

warehouse from Craig St. West to 12 Port Street.

Montreal—Western Importing Company have moved from 35 St. Nicholas St., to the Coustine Building.

Hull—The Capital Heating & Manufacturing Co., Limited, have been incorporated with capital of \$49,000 to manufacture non-breakable hot plates and electric stoves. The feature of the company's products is the heating element, which is unbreakable and guaranteed for the life of the stove. Skelly-Carss, Limited, Ottawa, have been appointed sole distributors.

VANCOUVER WHOLESALE MERGE

On June 1 McLennan and McFeely, Vancouver, familiarly known as "Mac and Mac," took over the wholesale hardware business of Martin, Finlayson and Mather, Mr. Harry C. Martin, president of the latter firm, becoming managing director of the consolidated concern.

Mr. Martin was formerly associated with three hardware firms in Toronto, the Russell Hardware Co., Aitkenhead Hardware Co., and H. S. Howland Sons and Co., whom he represented as traveling



Harry C. Martin, appointed managing Director MacLennan & McFeely, Vancouver.

salesman in British Columbia twenty years ago. In 1908 he formed the firm of Martin, Finlayson and Mather, taking over the store of Fife and Hunter, and in 1912 a wholesale department was added, five salesmen covering the province.

The retail business conducted by Martin, Finlayson and Mather will be continued, the consolidation affecting only the two wholesale houses.

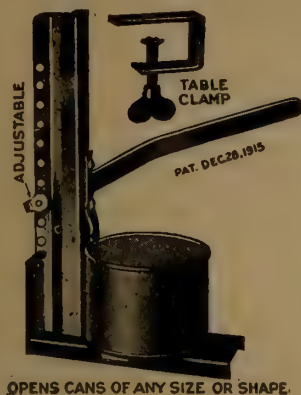
MANUFACTURING FIRMS AMALGAMATED

"The Sheet Metal Tools & Hardware Company of Orillia (formerly located in Toronto) have just completed the purchase of the Bathroom Fixture business of the late Kinzinger Bruce Company Limited of Niagara Falls, Ontario.

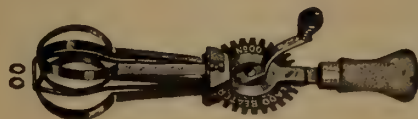
All machinery, dies, tools, patterns, and fixtures as well as stock in finished and semi-finished condition are now being moved to their plant in Orillia.

This new line will be added to the garden sets, trowels, forks, sand and snow shovels, lawn rakes, clothes line reels and other sheet metal products now being manufactured.

The business is at present owned by F. Tislington Limited Liability Company out of the combination."



OPENS CANS OF ANY SIZE OR SHAPE.



Ladd Egg Beater Philosophy

QUALITY GOODS used to apply to everything but Egg-beaters. We noticed this and brought out LADD ALLSTEEL BEATERS 12 years ago. Soon as merchants were convinced they could sell QUALITY EGG-BEATERS same as aluminum utensils and other good things, they took to them readily and WHY NOT? Women want them: are willing to pay according to QUALITY and VALUE: with result merchants find SUITABLE PROFITS in these EGG-BEATERS against none in knick-knacks.

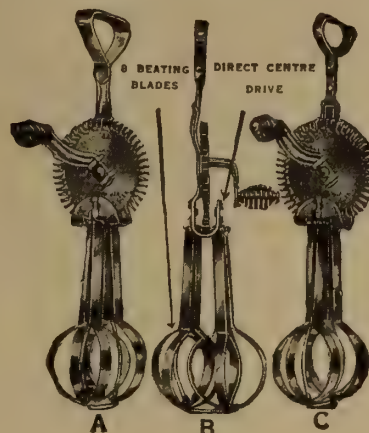
Looks sensible, don't it? Once the Canadian Merchant sees the point, he is never fooled. Why, Eaton's stores and leaders throughout the Dominion, have been handling them for 11 years. Our customers are in ALL SIZED TOWNS and our jobbers, most anyone from New Glasgow, N.S., to Victoria, B.C.

Ladd
Mixer-Churns

LADD BEATERS—4 Sizes

are therefore readily obtained; but if not, write us AT ONCE. DON'T GET OUT OF STOCK.

Order immediately—JOBBERs the world over and US.

Saturn Clothes-
Line Reels

UNITED ROYALTIES CORPORATION, 1133 Broadway, New York

Canadian Sales Representatives:— G. S. WHITAKER & CO., 8 Colborne Street, Toronto

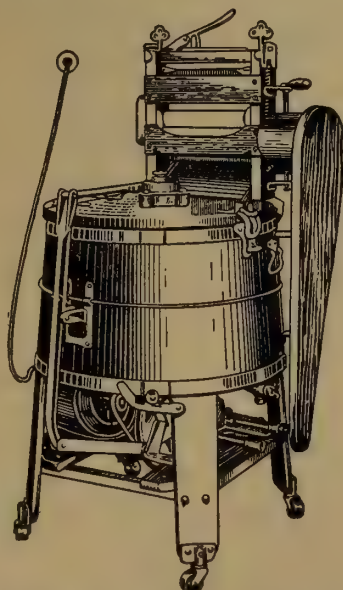
CONNOR WASHING MACHINES

CREATE SATISFIED CUSTOMERS

Hardware dealers will find it very profitable to sell Connor Washing Machines. The retail price is exceptionally attractive.

Connor Washing Machines have won a supreme reputation in every town and city from coast to coast. They have been designed by experts and are made of the best materials and by experienced workmen.

The **Connor Economy Electric** Washing Machine is another that has lived up to the Connor reputation. It can be safely



recommended to give satisfactory service to the most discriminating prospect.

Another model that every Hardware Dealer should have on his floor is the **Connor Copper Tub Electric 4C**. The newest addition to the Connor line is quickly becoming a leader. Some of the leading features are the polished copper tub and polished aluminum cover, polished aluminum feed board and drain board on 12" swinging wringer, extension folding bench. These and many others make an instant appeal.

J. H. CONNOR & SON, LIMITED
OTTAWA —:- ONTARIO

311 Chambers Street, Winnipeg, Manitoba

HARDWARE MARKET SITUATION

While it cannot be said that trading is pressing in activity, the general condition is healthy in the hardware business. The volume of passing orders is large, though individually the demands call for small quantities—mostly of a sorting-up character.

The month of May started off well, but a slowing up was noticeable by the middle of the month. Since then a very slight improvement has taken place.

While price changes continue, they are less frequent than have obtained earlier in the year. Most of the changes show higher prices, but several declines are as well noted, showing a tendency towards normality.

Metals are showing some easement, both in prices and production, slight declines have been made on some of the basic metals, though manufactured steel lines have gone to slightly higher levels—blue and black sheets, bands, structural shapes and similar commodities.

Navigation has eased the shipping situation, and means a saving somewhat in freight.

One of the indications of the constantly changing conditions of trade is the standardizing of many articles made for the hardware business. One of the latest lines to come under this process are files. A new list has been prepared which will eliminate more than a hundred odd sizes and kinds now offered for sale. Saws are another line. Stoves and brushes have already gone through the process of standardization.

The lines in demand just now are entirely seasonable—poultry netting and wire cloth, mowers and hose, paints and oils. Demand for these has kept prices pretty firm, where there have been no actual advances.

Financially, the hardware business is sound. There is a lessening in collections, and there have been some failures in other lines that have reflected on the hardware trade, but the outlook is good.

Across the border, business continues very good. The danger of over production and inflation of prices and of wages has been offset by a great demand. Building operations, however, are being curtailed in many centres. This check was expected, it being felt that labor and supply costs were unduly high. While orders for futures are being booked in smaller quantities there does not appear to be much evidence of accumulation of stocks.

In Canada while we to some extent have followed the trend of the United States up to now our retail trading has not shown the strong, active buying that obtains across the border. That it may come later, we trust it may. In the meantime the hardware trade is on a stable basis and gradually getting better.

Some of the price changes of month are noted below:

Advances

Axes—Advanced a dollar a dozen. Steel Thumb Latches—A little higher. No. 222 are at \$2.25 a dozen; No. 333, at \$2.82; and No. 444 at \$4.25.

Lawn Mowers—Advanced 10 per cent.

Clevises (Malleable)—Higher by 10 per cent.

Cow Bells—Advanced. No. 0 now at \$9.90 a dozen; No. 1, \$8; No. 2, \$6.60; No. 3, \$5.10; No. 4, \$4.40; No. 5, \$4.10; No. 6, \$3.40; No. 7, \$3.

Adzes (carpenters)—Higher by about five per cent. No. 1 are at \$25 a dozen.

Sandpaper—Advanced by lowering discounts to 12½ per cent. Emery cloth is at list plus 17½ per cent.

Boiler Rivets—Advanced 25 cents per hundredweight.

Poultry Fencing and Lawn Fencing—Higher prices. Poultry fence now at \$16 for 5 feet high; lawn border, \$9.25 for 12 inch; 36 inch lawn space, \$13.75.

Mouse and Rat Traps—Higher. Victor mouse now at \$3.60 per gross; and rat traps at \$1.25 a dozen.

Hat and Coat Hooks—Advanced 10 cents a dozen.

Stoves and Ranges—Some manufacturers have advanced prices 5 per cent.

Plates and Sheets—Advance (slight) on plates, and fair on sheets.

Fittings—Advanced by lowering discounts on both cast and malleable. The former are now 10 instead of 15, and the latter 63 instead of 65.

Valves—Advanced.

Soil Pipe and Fittings—Advanced by lowering discounts. Pipe is reduced from 33 1/3 to 20 per cent., and fittings from 45 to 37½ per cent.

Barn Door Hangers and Track—Advanced from 20, 10 and 10 to 20 and 10 per cent.

Boiler Stands—An advance is noted in all makes of hot water boiler stands.

Fence Stretchers—Now at discount of 20 and 10.

Grindstones—New prices issued on mounted grindstones show advances over last year.

Builders' Hardware—Advancing. Some jobbers note a 10 per cent. advance.

Enamelware—Advanced. Discount on Pearl, Imperial, Colonial, 25 per cent.; Diamond, Canada, Premier, net; Whiteware, 40 and 10 per cent.

Stove Dampers—Higher prices are asked on "Sovereign" dampers. No. 3 inch size are at \$1.20 a dozen, and 4 inch size, \$1.44.

Shotguns—Single barrel guns are higher. Plain ejector style are at \$11.50 and patent ejector, \$11.75.

Extra on oiled and annealed wire now 30 cents per hundredweight instead of 15 cents.

Ruby Lantern Globes—Higher. Now \$5.75 per dozen.

Bale Ties—Up 25 cents.

Hinges (screwhook and strap)—Discount now 20 per cent.

Sad Irons—Advanced 10 cents a set.

Declines

Scrap meals and other materials—Declining prices being offered on all lines.

Linseed Oil—Declined. Now at \$1.31 and \$1.34 per gallon, single barrels.

Turpentine—Declined. Now at \$1.70 a gallon, single barrel lots.

Coal Oil—Reduced two cents a gallon to 18 cents.

Gasoline—Lower by two cents a gallon. Now at 25 cents.

Copper Wire and Rivets—Lower by a cent a pound on wire, and slightly more on rivets.

Spades and Shovels—Advanced by lowering discounts from 50 to 45 per cent.

Metals—Slight decline noted on some basic metals—antimony, copper, lead and spelter.

New Axe Prices

New prices are out on axes. Generally they show an advance around a dollar a dozen. Bench axes, No. 3, are now at \$45, with a discount of 50 and 5. Boys' No. 2 are \$12; Hunters' No. 2, \$11; Handled, No. 444, are at \$20; Chopping, No. 444, are at \$15; and double-bit Ontario are at \$20.

New Lawn Mower Prices

A change has been made in lawn mower prices, slightly upward. Taylor-Forbes are at 20 and 5 instead of 25 off. The Smart line show Whippet, 3-blades, 12 inch mowers, at \$7.15; Thousand Island, 4-blade, 12 inch, \$8.70; and 5-blade, 12 inch, \$9.45; Red Wing, 4-blade, 12 inch, are \$9.30, and 5-blade, 12 inch, \$9.90; Bluebird ball-bearing, 4-blade, 12 inch, \$11.55, and 5-blade, \$12.20; Great Canadian, 5-blade, 18 inch, is at \$19.25.

Maxwell's discount is 40 per cent. instead of 45.

New Woodenware Prices

The Stratford Mfg. Co., Ltd., in sending out their new spring booklet include with it their latest net price list. This shows the new quotations on chairs of all kinds, towel rollers, bread plates, swings and ladders. Compared with last year's prices the figures are much the same.

WANTED

Salesmen in all Provinces for established line of adjustable wrenches, pliers, socket sets, etc.

Goods and prices are right.

BARCALO MFG. CO.
BUFFALO, N.Y.

HERCULES SASH CORD

Made in Canada and
used with complete
satisfaction through-
out the Dominion for
over twenty - five
years. - - -

On the Ocean Front

Fireproof

The Breakers

ATLANTIC CITY, N. J.



SPECIAL SPRING RATES

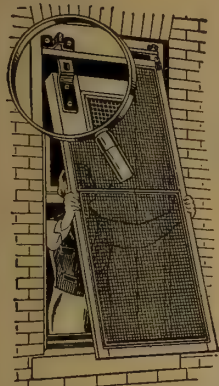
American Plan \$7.00 Up — European Plan \$2.50 Up.

The finest season to enjoy all that Atlantic City
offers in one of the finest hotels in the world, where
service, food and comfort are unexcelled.

New Golf Club Privileges

Fireproof Garage

JOEL HILLMAN, *Proprietor*



Give Them PHENIX QUALITY In Screen and Storm Sash Hangers and Fasteners

Phenix Storm Sash Hangers and Fasteners are simplest, handiest, easiest applied, most efficient—that's why they sell best. New improvements put them in a class of their own. Write today for Catalog showing full Phenix line. Samples free. Sold by all leading jobbers of the Northwest.



No. 30 Fastener No. 114 Hanger

PHENIX MFG. CO., 030 Center St., Milwaukee, Wis.

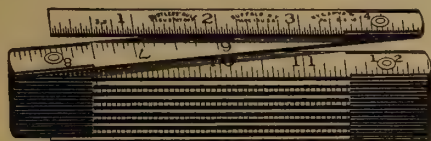
BETSEY BROWN ELECTRIC IRON "The Iron that Gives Satisfaction"



Stock up NOW and
be ready for the
warm weather
demand.

BURLINGTON ELECTRIC COMPANY
BURLINGTON - ONTARIO

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as durable.

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

5 Lafayette Avenue

Buffalo, N.Y., U.S.A

Wouldn't You Sell

more grinders if
you had this

No. 3 PRAIR

to sell for \$2.50.?

Surpassing quality. Other sizes correspond in quality and price. Give us an opportunity to tell you about this grinder.



Liberal Discount to Dealers

Phone: Main 6595

Geo. P. Reuhl, 275 King St. E., Toronto

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

TORONTO, JUNE 6, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 25c.

Antimony—Per pound, 8¾c.

Brass—Sheet, base, 37c; rods, base, ½ to 1 in., round, 32c; tubing, seamless, base, 42c.

Copper—Casting ingot base, 18c; rods ½ to 2 in., 31c; soft sheets, plain, 16 oz. and heavier, lb., 36c; plain tinned, 16 oz. and heavier, lb., 39½c; polished and tubing, 16 oz. and heavier, lb., 38c; tubing, lb., 36c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 40 cents per lb.; 3-lb., 41½c; 2½-lb., 42½c; 2-lb., 44½c; 1½-lb., 47½c; 1-lb., 51½c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, \$3.75 per cwt.; angle iron, \$4.00; horseshoe iron, \$4.25; Norway, \$12.50; toe caulk, \$4.20.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$8.25 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 11¼c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, \$4.00; bands, \$4.25; tire, \$4.00; spring, \$10.50; sleigh shoe, \$3.75; hoop, \$5.25; crucible cast sheet, \$4.60 per 100 lbs.; 12 gauge, \$4.65; 14 to grade.

Sheets, Blue Annealed—10 gauge, \$4.60 per 100 lbs.; 12 gauge, \$4.60; 14 gauge, \$4.70; 16 gauge, \$4.75.

Sheets, Black—18 to 20 gauge, \$5.20 per 100 lbs.; 22 to 24 gauge, \$5.25; 26 gauge, \$5.30; 28 gauge, \$5.40.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$7.00 per 100 sq. ft.; 26 gauge, \$7.50; 24 gauge, \$10; 22 gauge, \$12.50; 20 gauge, \$14; 18 gauge, \$19; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

	Queen's Head	Fleur-de-lis
Sheets, Galvanized		
28 gauge, per 100 lbs.	\$7.50	\$7.25
26 gauge, per 100 lbs.	7.10	6.85
24 gauge, per 100 lbs.	6.80	6.55
22 gauge, per 100 lbs.	6.65	6.40
18-20 gauge, 100 lbs.	6.50	6.25
		Apollo
10½ oz., per 100 lbs.		\$7.40
28 gauge, per 100 lbs.		6.90
26 gauge, per 100 lbs.		6.60
24-22 gauge, per 100 lbs.		6.45
20-18 gauge, per 100 lbs.		6.30
16 gauge, per 100 lbs.		6.15
14-12 gauge, per 100 lbs.		6.00

Plates (Canada)—Dull, 60 sheets, \$5.65; ordinary, 52 sheets, \$5.60.

Plates (Coke Tin)—IC, 20x28, 112 sheets, \$15.50; IX, 20x28, 112 sheets, \$18; IX, 20x28, 56 sheets, \$9.80.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$10; IXX, 20x28, 56 sheets, \$12.

Plates, Terne—IC, 20x28, 112 sheets, \$15.00.

Spelter—Per pound, 10¼c.

Tin—Ingots (100 lbs.), per lb., 48c.

Zinc—Sheet, per lb., 14c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$11.35 for standard and \$13.13 for extra heavy. Net prices.

Boiler Tubes—2 inch, seamless, \$19; lapweld, \$16.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts, 63%.

Fittings—Cast iron, standard, 10%; extra heavy, 10%; bushings, malleable, 10%; cast, 15%; unions, 30%; flanged unions, 10%; plugs, cast iron, solid, countersunk, all at 10%; couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 45%; 4½ and larger, 35%; long, 4 in. and under, 50%; 4½ in. and larger, 40%; running thread, 4 in. and under, 20%.

Oakum—Special No. 1, \$13.00; plumbers', \$6.00 per cwt.

Packing—Fine jute, 15c a pound; coarse, jute, 11c; hemp, 26c; square braided hemp, 28c; No. 1 Italian, 31c; No. 2 Italian, 24c.

Standard Butt Weld Pipe 3/C per 100 feet					
Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.	
¾ in.	6.00	8.00			
1 in.	4.32	6.30	7.56	9.60	
1 ¼ in.	4.32	6.30	7.56	9.60	
1 ½ in.	5.53	6.97	7.82	9.35	
2 in.	6.79	8.40	9.55	11.27	
2 ½ in.	9.69	12.07	13.77	16.32	
3 in.	13.11	16.33	18.63	22.08	
3 ½ in.	15.68	19.53	22.28	26.40	
4 in.	21.09	26.27	29.97	35.52	
4 ½ in.	33.35	41.54			
5 in.	43.61	54.32			
5 ½ in.	56.12	69.00			
6 in.	66.49	81.75			

Standard Lapweld Pipe 3/C per 100 feet					
Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.	
2 in.	24.42	29.60	33.30	38.85	
2 ½ in.	36.27	44.46	50.31	59.09	
3 in.	47.43	58.14	65.79	77.27	

3 ½ in.	57.04	69.92	79.12	92.92
4 in.	67.58	82.84	93.74	110.09
			foot	foot
4 ½ in.	78.74	96.52	1.14	1.33
5 in.	91.76	112.48	1.33	1.55
		foot	foot	
6 in.	1.19	1.46	1.73	2.02
7 in.	1.55	1.90	2.21	2.62
8 in.	1.63	2.00	2.33	2.75
8 L in.	1.87	2.30	2.68	3.17
9 in.	2.23	2.83		
10 L in.	2.14	2.62	3.04	3.58
10 in.	2.76	3.38	3.91	4.61

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 65 and 5 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 60 per cent.

Pipe (Lead)—14½c a pound. Waste pipe, 15c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 20%; 4 in., 25%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 37½%; 8 in., net.

Pipe (Stove)—Net; elbows, black and galvanized, net; thimbles, 50 and 7½%.

Registers—Warm air, japanned and common oxidized, 35% from standard list.

Solder—Wire, 37c a pound; strictly, 30c; commercial, 28¼c; guaranteed, 32c; wiping, 30c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 65 and 5%. O. G. round and half round, \$1 per hundred feet extra.

Valves—Globe, angle and check (standard), 10%; J.M.T., plus 5%; J.M.T. "C," net; J.M.T. gate valves, 12% and 10%; Jenkins' gate or straightway, net; Jenkins' Globe, 10%; radiator valves (standards and removable disc), 55% and 25%; Emco check valves (standard), 23%; Emco J.D. rad. valves (screwed), 28%; Emco swing check valves, ¾ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 72c, galv. \$1; 1½ in., blk. 88c, galv. \$1.25; 2 in., blk. \$1.20, galv. \$1.75.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., \$28; 5/16 in., \$34.40; ¾ in., \$22.80; 7/16 in., \$21; 1½ in., \$19.60; 9/16 in., \$18.80; 5/8 in., \$18.60; 11/16 in., \$18.40; ¾ in., \$18.20; 13/16 in., \$18; 1 1/16 in., 1½ in., 1¾ in., 1 5/16 in., \$18.90; 1¾ in., 1½ in., 1¾ in., \$18.40; 1¾ in., 1¾ in., 1¾ in., \$19. Discount, 60% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John,

Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Loaded shells, plus 2½c; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, 40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2.

Augers (post hole)—Vaughn make, 8 inch, \$19.80; 9 inch, \$21; 10 inch, \$24 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$17.50; double bits, doz., \$19.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$19.75; No. 3, \$22.00; No. 4, \$24.00. All net.

Bale Ties—Single Loop—No. 12, \$5.15; No. 13, \$5.25; No. 14, \$5.35; No. 15, \$5.65; No. 16, \$5.85. Cross head—No. 12, \$5.45; No. 13, \$5.55; No. 14, \$5.75; No. 15, \$6.25; No. 16, \$6.55.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, \$1.30; 1½ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.40; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60% off. Rubber—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)— ¼ Rim. ¾ Rim
No. 0—16 x 22, doz. ... \$ 7.50 \$11.00
No. 1—18 x 24, doz. ... 9.00 11.50
No. 2—18 x 29, doz. ... 11.00 13.00
No. 3—20 x 30, doz. ... 13.00 17.00

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 doz.; Diamond King (glass), \$7.50 per doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$9 per doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$6.50 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$6.51.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), ½ in. diameter and smaller, 6 in. and shorter, 35%. Carriage bolts (\$1 list), ½ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), 7/16 in. and larger, 20%. Machine bolts, ½ in. and smaller, 4 in. and shorter, 45%. Machine bolts, ½ in. and smaller, longer lengths, 25%. Machine bolts, 7/16 in. and larger, 25%. Sleigh shoe bolts, all sizes, 15%. Coach and lag screws, 30%. Bolt ends, 25%. Square head blank bolts, 25%. Plow bolts, 1, 2, 3 head, 20%. Elevator bolts, large head, 15%; corrugated heads, 45%. Fancy head bolts, 15%. Step bolts, large head (\$3 list), 15%. Whiffletree bolts, 15%. Tire bolts, 42½%. Stove bolts, 62½% and 5%. Sink bolts, 62½% and 5%.

Borax—Lamp crystal borax, 8c lb.

Brooms—No. 5, 4 strings, \$8.25 per doz.; No. 5, standard, \$9.40 per doz.; Little Beauty, \$11.30 per doz.; Royal Blue, \$15.75 per doz.

Cans (Milk)—At list plus 25%.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, \$18 a dozen; No. 1, \$22.20, No. 2, \$25.20; No. 3 \$32.40.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.38 a dozen; No. 65, \$21.84; No. 75, \$30.24. F.o.b. St. Mary's.

Gem—No. 20, \$22.80 dozen; No. 22, \$28.20; No. 24, \$34.80.

Chisels (Broads')—List less 40 p.c. for plain.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9. Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$3.10 a dozen; 48 ft. hanks, \$3.60; 60 ft. hanks, \$4.50.

Clothes Lines (Manila)—\$3.00 per dozen.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	BBB
3/16 inch, electric weld...	\$15.40	\$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld...	12.15	15.28
¾ inch, electric weld...	10.40	13.25
¾ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld.....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
⅝ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, \$1.25 a doz.; No. 111, \$1.45; No. 121, \$1.40; No. 127, \$1.70.

Combs, Cattle—No. 98, \$1.90 per dozen; No. 100, \$2.60.

Cord (Sash)—Hercules No. 6, 70c a pound; No. 7, 69c; Nos. 8, 9, 10, 12, 68c; No. 16, 73c.

Cord (Awning)—White, 3½, \$2.75; 4, \$3.60; 4½, \$4.85 per pound. Drab, 4, \$4.30; 4½, \$6.00 per pound.

Crowbars—\$8.00 per 100 lbs.

Dampers—Cast, Champion, 5 in., \$1.58 a dozen; 6 in., \$1.75; 7 in., \$2.14. Sovereign, 3 in., \$1.20.

Doors, Screen—Kasement, No. 3, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills—Standard lists. Blacksmiths', ½ in. x 2½ in. shank, each: ¼, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ¾, 80c; 13/32, 85c; 19/32, \$1.20; ⅝, \$1.30; 21/32, \$1.40; 11/16, \$1.50; 23/32, \$1.60; ¾, \$1.70; 25/32, \$1.80; 13/10, \$1.90; 27/32, \$2; ⅞, \$2.10; 29/32, \$2.20; 15/16, \$2.30; 31/32, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Bit Stock—List, per doz., less 50%; 3/32, \$2.70; 1/4, \$3; 5/32, \$3.50; 3/16, \$4; 7/32, \$4.50; 1/2, \$5; 9/32, \$6; 5/16, \$7; 3/8, \$8.50; 7/16, \$10.50; 1/2, \$13; 9/16, \$15.50; 5/8, \$18; 11/16, \$21; 3/4, \$24; 7/8, \$30.

Blacksmiths', round shank, jobbers, 50 and 5%; ratchet 10%; wood and taper shank, 52 1/2%; straight, 1/2 inch, and wire shank, 55%.

Drills (Millers-Falls)—Breast, No. 12, \$64.20 a dozen; No. 13, \$81.00; No. 118, \$72.00. Hand, No. 2, \$48.00 a dozen.

Egg Crates—Humpty Dumpty, \$6 a dozen; H. & D., \$5.80.

Enamelwares—Pearl, Imperial and Colonial, 25% off list; Diamond, Canada and Premier, net list; Crystal and White wares, 40 and 10% off.

Fencing (Poultry)—3-ply, \$4.65 per 10 rods; 4 ft., \$5.25; 5 ft., \$6.

Fencing (Lawn)—12 in., \$9.25 per 100 feet; 18 in., \$10.50; 30 in., \$12.25; 36 in., \$13.75; 42 in., \$15.35; 48 in., \$16.75.

Files and Rasps—These discounts apply to list of Nov. 1, 1899: Great Western, Amer., 50%; Kerney-Foot and Arcade, 60%; J. Barton Smith, Eagle, 55%; P. H. and Imperial, 60%; Globe, 60%; Nicholson, 35 and 5%; Black Diamond, 35 and 5%; Delta Files, 20%; Firth Files, 50%; Disston, 50%.

Gloves—Canvas and cotton, \$15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$4.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstones (Mounted)—No. 300, \$8.28 each; No. 320, \$25.92 a dozen; disc., 20 and 10%.

Grindstone Fixtures (Taylor-Forbes)—15 inch, axle, \$8.75 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers, Nail—No. 21, \$11 per dozen; No. 1, \$14.85; Nos. 1 1/2, 6 1/2, \$14.30.

Hammers, Sledge—(Canadian), 2-2 1/2 lbs., \$25 per cwt.; 3-4 1/2 lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3 1/2 lbs., \$27.50 per cwt.; 3-4 1/2 lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1 1/2 lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, \$15.45 a dozen pairs; No. 1, \$17.20; No. 2, \$18.30; Stearns, 4 in., \$13.70; 5 in., \$17.55. Perfect, No. 1, \$20.85; Canada, \$13.25; Hatch, \$12.25; National, \$13.80; America, \$18; Great West, \$30; Storm King, No. 42, \$11.80 a doz.

Hatchets, Shingling—No. 1, \$11.25 per dozen; No. 2, \$12.

Hatchets, Lath—Nos. 3 and 4, \$11.50 per dozen; No. 4, \$11.75.

Hatchets, Barrelling—Nos. 50 and 60, \$15.50 per dozen.

Hatchets, Claw—No. 7, \$12.50 per dozen; No. 8, \$13.25.

Heaters, Electric—National Glow, \$6.10; National Heatray, \$7.50; Majestic, 1 burner, \$6.50; Universal, \$9.50; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.81; tee, \$1.56. 5 in., strap, \$2.12; tee, \$1.81. 6 in., strap, \$2.37; tee, \$2.12. 8 in., strap, \$3.62, tee, \$2.62. 10 in., strap, \$5.94; tee, \$4.06. 12 in., strap, \$8.62; tee, \$6.12. 14 in., strap, \$10.62; tee, \$8.75. Net prices.

Light—Net prices—3 in., strap, \$1; tee, \$1. 4 in., strap, \$1.31; tee, \$1.31. 5 in., strap, \$1.43; tee, \$1.56. 6 in., strap, \$2; tee, \$1.81.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., \$4.30; 8 in., \$4.80; 10 in., \$6.40; 12 in., \$7; 15 in., \$7.50; 18 in., \$11; 21 in., \$12.40; 24 in., \$16; 27 in., \$17.20; 30 in., \$18.50; 33 in., \$21.50; 36 in., \$24.50. Discount, 20%.

Hinges (Barn Door)—6 inch, \$3.60 a dozen pair; 8 inch, \$3.85; 10 inch, \$5.15; 12 inch, \$5.60; 15 inch, \$6; 18 inch, \$8.80; 21 inch, \$10; 24 inch, \$12.80.

Screen Door Sets—No. 1200, \$37.50; No. 1201, \$45 per gross.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3 1/2 lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (Grass)—Canadian, No. 2, \$3.90 per dozen; No. 3, \$4; No. 4, \$4.10; No. 5, \$4.30; Little Giant, \$6.50; Barden Patent, \$6.50. English Fox—No. 2, \$4.65 a dozen; No. 3, \$4.85; No. 4, \$5.25.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—

Patterns	Sizes	Price per keg	
		No. 2	No. 1
		and larger	and smaller
Light iron	0-7	\$6.70	\$6.95
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70	6.95
Heavy iron	6-8	6.70
Snow	1-6	6.95	7.20
New light XL steel	1-6	7.15	7.40
Featherweight			
XL steel	0-4	8.55	all siz.
Special countersunk	0-4	9.25	all siz.
Toe weight (front only)	1-4	9.70	all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; 1/2 in., \$14.00; 3/4 in., \$15.50; 1 in., \$17.50. Less 5% for full reel, 500 feet.

Hose, Lawn—3 ply 4 ply 5 ply
Per 100 ft., size 1/2" \$9.50 \$10.50 \$12.00
Per 100 ft., size 3/4" 11.00 12.00 13.50
Per 100 ft., size 1" 13.00 14.00 15.50

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—1/2 inch, 5/8 inch, 3/4 inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$2.

Handles for above japanned, \$1.85 per dozen. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.65; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.85 net in 1/2 doz. lots; Westinghouse, \$4.80 in 1/2 doz. lots.

Jacks (Screw)—1 1/4 x 10, \$3.75; 2 x 12, \$5; 2 x 16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 34c; 44 ft., 36c; three section extension, 48c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$8.40; B, per case of 6 doz., \$7.

Lanterns—Short or long globe, plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.32.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.25 doz.; 3 dozen cases, \$1.10 doz.; 6 doz. cases, \$1.05 doz., Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.25 per dozen; No. 3, \$2.82; No. 4, \$4.25; Barn Door, No. 5, \$3.75.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Machines (Washing) — Dowswell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, 125.00; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$105; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowswell, \$44.10 per dozen.

Mattocks—Cutter or pick, \$9.75 per dozen.

Mixers, Bread (Canuck)—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, \$16 per dozen; O-Cedar, less handle, \$14; O-Cedar, with handle, \$16; S. W. Mops, complete, \$4.65; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$7.90; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20 and 5% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 40%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¾ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2½ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrol Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Cut)—\$4.85.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box, No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2½ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 30%. American netting, 2 in. mesh, 20% off.

Invincible—No. 1848, 72c a rod; 2060 79c. Put up in 10, 20 and 30 rod rolls. F.o.b. Montreal.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 18c a gallon; Palacine, 20c; Gasoline, 25c. These prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 66c; machine oil, reg. grades, 36½c; Imperial gas engine oil, 56½c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon. List less 25%.

Fuel oil, per barrel, net, 12¼ cents a gallon; from tank wagons, net 11c; tank cars, net 9c, in barrel lots. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.15 per 400 ft. roll; No. 2, 75c; Surprise and Stag, 80c.

Tarred Fibre—No. 1, \$1.30; No. 2, 95c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; Spruce Sheathing, 36 in. and 72 in. wide, \$6. Asbestos Sheathing, \$8.25; carpet felt, \$3.85; tarred felt, 7, 10 and 16 oz., \$3.60; asphalt felt, \$3.90.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.45 a case; 4 gross (cartons), 4 in., \$1.50; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2¼ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japaned, \$3.90 per dozen; No. 158, galvanized, \$4.00.

Pumps—	Pitcher Spout	Closed Spout
No. 2	\$3.60	\$3.00
No. 3	4.00	3.30
No. 4	4.70	4.00
No. 70	6.00
No. 80	8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 42½%, Iron burrs, 42½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, net; burrs, add 50%. Extras on copper rivets, 2½c per pound.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Comet—1 ply, \$1.30; 2 ply, \$1.70; 3 ply, \$2.10.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Everlastic Multi-Shingles (4 shingles in one), per square, \$5.80.

Everlastic Liquid Roofing cement—Per gal., in bbls., 70c; 5 and 10 gal. lots, gal., 80c; 1 gal. cans, gal., doz., \$10.50.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 22c a pound; Beaver Manila basis, 19c; New Zealand hemp basis, 19c; Sisal basis, 17c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ½ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1 and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marline and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ½ in., 62c a pound, 5/32 in., 58c; 3/16 in., 62c; ¼ in. and up, 62c.

Sandpaper—B. & A. sandpaper, less 12½%; Star sandpaper, less 12½%; B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh, black.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 77½ and 2½% Oval Head, bright, 75 and 2½%; Round Head, bright, 75 and 2½%; Flat Head, brass, 70 and 2½%; Oval Head, brass, 67½ and 2½%; Round Head, brass, 67½ and 2½%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.50; 1½ in., \$11.85; 1½ in., \$14.35.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 85c; No. 8, 90c, No. 9, 95c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 45%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2 black—1st, \$29; 2nd, \$28; 4th, \$25.

Draining tools, No. 2 black—1st, \$29; 2nd, \$27.50.

Hollow back scoops, No. 2, black—1st, \$34.50; 4th, \$32.

Coal shovels, hollow back, No. 2, black—1st, \$32; 4th, \$30.

Sand shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Hollow back shovels, No. 2, black—1st, \$27.50; 4th, \$24.

Riveted back scoops, No. 2, black—1st, \$37.50; 2nd, \$35.50; 4th, \$34.

Miners' spring point shovels, No. 2—1st, \$36.50.

Net Extras—For each size larger than No. 2, add 35c dozen net. Full polished, add \$1 per dozen net. Half polished, Guelph, Hamilton, Toronto, Kingston, add 50c per dozen net. F.o.b. London, Gananoque, Ottawa, Collingwood, Sherbrooke, Montreal, Quebec, Halifax, St. John, Moncton, New Glasgow, Amherst, Fredericton, and freight may be equalized thereon. On shipments less than 5 dozen f.o.b. factory only.

Staples (Fence)—Bright, \$4.40 per 110 lb. keg; galvanized, \$5.40.

Staples (in 10-lb. boxes)—Bed, 5/8 in., 20 cents a pound; 3/4 in., 18 cents; 1-inch, 16 1/2 cents. Blind, 1/2 inch, 23 cents; 5/8 inch, 22 1/2 cents; 3/4 inch, 22 cents.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$23 each; Perfection No. 33, 3 burner, \$28; Perfection No. 34, 4 burner, \$36.50; No. 35, 5 burner, \$51; No. 22G over for above stoves, \$8.50. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$6.80. Detroit Glass Front Oven, No. 85, each, net. Hot Blast.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz. Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.00; awning, \$4.50.

Stretchers, Fence—No. 440x2, \$1.80 a pair; No. 340x1, \$18 a dozen; No. 340x2, \$30. \$30.24 a dozen. Discount, 20 and 10%.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22 1/2c; brackets for this, per doz., \$2.00. National Flat Track, 1 1/4 in. per 100 ft., \$10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine Binder—500 ft., 11 1/8c a foot; 550 ft., 12 1/8c; 600 ft., 12 1/2c; 650 ft., 13 1/8c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of 1/2 cent lb. on 10,000 lbs. and 1/4 cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 65c 4 ply, lb., 68c.

Cones, 3 ply, lb., 62c; 4 ply, lb., 65c.

Traps (Game)—Victor No. 1, \$2.30 per doz.; Giant, No. 1, \$3.05 per doz.; Jump, No. 1, \$3.05; Hawley Norton, No. 1, \$4.45; Newhouse, No. 1, \$6.75. All these include chains. Mouse, \$3.60 per gross for Victor; \$3.70 for Holdfast, and \$16.80 for Roundhead (4 hole), \$16.80 Victor. Rat, \$1.20 a dozen; Holdfast, \$1.30.

Trowels (Bricklayers)—Rose make—Size No. 10 1/2, \$25.20 a dozen; No. 11, \$25.80; No. 11 1/2, \$26.40.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Squares (Steel)—No. 3, \$21.60 dozen; No. 14, \$19.60; No. 100, \$24. Nickelled and blued, extra.

THE PARMENTER BULLOCK CO Limited GANANOQUE, ONT.

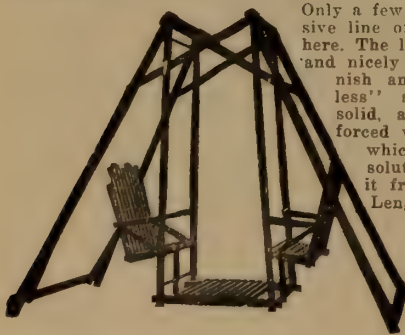
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

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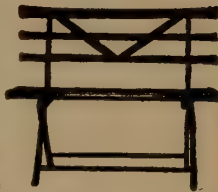
THE STEEL TROUGH & MACHINE CO. LTD.
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STRATFORD WOODENWARE YOU CAN SELL THIS SUMMER



Only a few articles from our extensive line of woodenware are shown here. The lawn swing is well made and nicely finished with good varnish and paint. The "Faultless" step ladder shown is very solid, and every step is reinforced with rods. It has a lock which keeps the ladder absolutely rigid and prevents it from closing when open. Lengths 4 to 16 feet. These articles are reasonably priced.

We also make meat boards, rolling pins, extension ladders, the "Sterling" carpet sweeper, camp chairs, cots and tables, etc. You should have our catalog showing the complete line. We'll be glad to send you one on request. Just send a post card for catalog "P".



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POCKET KNIVES

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PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 9c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 9c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 12c.

Chrome yellow, 40c.

Brunswick green, 100 lb. keg, 12c.

Indian red, 100 lb. keg, 25c.

Lamp black, in bulk, 28c; packages, 34c.

Venetian red, best bright, 8c; No. 1, 6c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 4-6c.

French ochre, barrels, 6-8c.

Spruce ochre, 100 lb. keg, 6-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$8; white, 100's, packages, \$7.50; colors, bbls., (250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 60 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: Dougal white enamel, \$6.40; Vitralite, \$7.93; Duralite, \$6.10; Old Dutch, \$6.36; B-H "White" Enamel, \$6.60; Martins, white, \$7.10; Satinette, \$7.24; C. P. Co. Albagloss, \$6.40; C. D. Master Painters, \$6.85; Mooramel, \$7; Lowe Bros., Linduro, \$7.10; Sunshine, white, \$6.10; Kyanize, \$8.10; Solpar, \$4.60; Paripan, \$9.10; Jasperlac, \$4.25; Invincible, \$6.10; Hillcrest, \$5.50; Adelite A. & E., \$7.65; Floglaze, \$4.60; Ripolin, \$7.19.

Glass—	Star or Double
Case lots.	16 oz. or 24 oz.
Up to 25	\$12.00 \$19.60
26 to 40	14.90 24.40
41 to 50	16.20 26.60
51 to 60	16.90 27.60
61 to 70	17.60 28.80
71 to 80	18.60 30.30
81 to 84	21.70 35.30
85 to 90	22.80 37.00
91 to 95	41.30

Discounts—Imported, 45%; domestic, 42%.

Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50%.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal.	Toronto
Anchor, pure	\$14.25	\$14.70
Champion pure	14.25	14.70
Crown Diamond, pure	14.25	14.70
Green Seal, pure	14.25	14.70
I. V. Perfection	14.25	14.70
Ramsay's pure	14.25	14.70
Moore's pure	14.25	14.70
Tiger, pure	14.25	14.70
O.P.W., Dec., pure	14.25	14.70
Elephant Genuine	14.75	15.20
BB Genuine, less than tons	15.60	16.05
Maple Leaf, pure	14.25	14.70

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$10.50; Genuine, 100 lb. casks, \$12.25; less quantity, \$12.50. F.o.b. Montreal and Toronto.

Glue—English, sheet, per lb., 22c to 25c; White pigfoot, 50c; Cake bone, 112 lb. bags, 20c to 30c; Hides, 112 lb. bags, 25c to 30c; Ground glucs, 112 lb. bags (English), per lb., 20c to 22c; Canadian, 11c to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.31. Boiled—1 to 2 bbls., \$1.34.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 6s and 10s, 60c. F.o.b. Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, \$4.35; Sanitone white, \$3.80; Sanitone, colors, \$3.70; C. P. Co., pure white, \$4.45; C. P. Co., pure colors, \$4.10; C. P. oor paint, \$3.90; Elephant floor paint, \$3.65; Victoria floor paint, \$3.05.

B-H English colors, \$4.10; English, white, \$4.45; Fresconette, white, \$3.70; Fresconette, colors, \$3.70; floor, \$4.00; porch floor, \$4.10.

Crown Diamond, white, \$4.35; colors, \$4.00; floor, \$3.90; porch, \$3.95; flat wall tone, white, \$3.80; colors, \$3.70.

Moore's House Colors, white, \$4.20; colors, \$3.95; Preservo Paint, white, \$3.10; colors, \$2.90; floor paint, \$3.50; Sani-Flat, \$3.50; Porch and Deck Paint, \$3.75.

I. V. Elastica, white, \$4.05; Elastica, colors, \$3.80; Flatine, int. wall, white, \$3.80; Flatine, int. wall, colors, \$3.70.

Lowe Bros., H. S. White, No. 328, \$4.45; H. S., color, \$4.10; H. S., floor, hard drying, \$3.90; H. S., porch, \$4.10; Mellotone, flat wall, white, \$3.75; color, \$3.60.

Jamieson's Crown Anchor, \$3.70.

O.P.W. Canada Brand, white, \$4.45; colors, \$4.10; floor, \$3.90; Flat Wall, white, \$3.80; colors, \$3.70.

Ramsay's Pure, white, \$4.30; colors, \$3.95; floor, \$3.80; porch, \$3.95.

Glidden's white, \$4.45; colors, \$4.10.

Martin-Senour, 100%, white, \$4.45; colors, \$4.10; porch, \$4.10; Neutone, white, \$3.80; Neutone, colors, \$3.70; floor paint, \$3.90.

Sherwin-Williams, white, \$4.45; colors, \$4.10; floor, \$4.00; porch, \$4.10; Flat Tone, white, \$3.80; colors, \$3.70.

Maple Leaf, white, \$4.05; colors, \$3.70; floor, \$3.65.

Pearcy's Hillcrest, colors, \$3.45; white, \$3.80; floor, \$3.35.

Adelite, white, \$4.30; colors, \$3.95; Industrial white, \$3.85.

Paris Green—100 lb. lots—½ lb. paper cartons per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 to 100 lb. drums, 46c; 250 lb. kegs, 44½c; 600 lb. barrels, 44c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$5.20; 100 lb. drums, \$5.70; 25 lb. drums, \$5.95; 12½ lb. irons, \$6.20; bladders in bbls. (400 lbs.), \$6.95; in cases (100 lbs.), \$7.20. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Varnisher, \$3; Chalco, \$3; Klensa, \$3; Cumoff,

\$3; Dougal Lingerwett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per gal. in 5-gal. lots—White, \$5.00; orange, \$4.50. Gal. jugs, white, \$5.05; orange, \$4.55. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	\$1.45	\$1.70
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Solignum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine—Single bbls., gal., \$1.70; 2-4 bbls., gal., \$1.69; 5 gal. lots, per gal., \$1.75.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.18; Hard Oil, \$2.76; Gold Medal, \$3.42; Elastilite, \$3.95; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; Sun Aero Spar, \$4.60; Sun Waterproof Floor, \$4.10.

Glidden Wearette, \$4; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; Indestructo, floor, \$3.40. Pale Hard Oil, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-It Floor, \$4.32; Wood-Var, \$4.16; Durable Spar, \$5.23; Finest Interior, \$4.97.

Moorlastic Floor, \$4.25; T. 45 Floor, \$3.50; Moorvar Interior, \$3.25; Moore's Spar, \$5.

S. W. Mar-not, \$4.03; Rexspar, \$5.14; Scar-not, \$4.76.

Lowe Bros. durable floor, \$4.60.

Solpar, Spar Marine, \$6; House Spar, \$4.60; Floor, \$4.60; Interior, \$3.60.

Kyanize Spar, \$5.25; Cabinet Rubbing, \$4.95; Interior and Floor, \$4.95.

Luxberry light, \$4.56; Granite, \$4.56; Spar, \$4.73.

Ramsay's Universal, \$3.80; Agate Floor, \$3.80; 400 Hard Oil, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.28; Furniture, \$2.30.

Dougal Univarnish, clear, \$4.50; Transparent, spar, \$5.00; Transparent, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$8.50; colors, \$9.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., \$1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 10½c; Sturgeon's Solpar, 10c.

Waste—Cream, polishing, 24c; White—xxx, 21c; Colored—No. 1, 14½c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal, \$3.60; Ramsay's, 45; Martin-Senours, 37½; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, \$1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., \$2.00; Gilders, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons, \$1.55; Methylated Spirits, \$1.70.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, \$1.70.

**NEW
LINE
for
LIVE
DEALERS**

**IMPERIAL PAINT CLEAN-
ER** is a red-hot seller. A demonstration convinces the most skeptical. DON'T lose a share of your business—write to-day to your nearest jobber or

STANDARD CLEANING PRODUCTS
81 Bond St. Limited Toronto

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HARDWARE DEALERS CAN REDUCE FIRE INSURANCE OVERHEAD*Endorsed by Ontario Retail Hardware Association*

In placing your fire insurance bear in mind the strength, loss paying record and savings of the company you choose. The net cash surplus of the guaranteeing companies is \$2,007,647.42. A line to your provincial manager or head office will bring convincing results.

We are continuing our 50% dividend to hardware and implement dealers. Our hardware companies are now in their 16th year of providing hardwaremen with fire insurance at one half the cost of board companies.

CANADIAN HARDWARE & IMPLEMENT UNDERWRITERS**802 Confederation Life Building****C. L. CLARK, Manager****WINNIPEG, MAN.**

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Calgary

Manitoba
J. E. FAIRCHILD
802 Conf. Life Bld.
Winnipeg

Ontario
F. A. MARTIN
P.O. Box 137
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Quebec
ALFRED BRUNELLE
1046 Van Horn Ave.
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2329 Montreal St.
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No. 90 SCREW DRIVER**STRONG, DURABLE AND WELL BALANCED; WITHOUT EQUAL FOR WARE AND TARE**

The blade and handle are fastened so that they cannot become loose even from usual screw driver abuse. The blades are of the very finest steel and go through a rigid inspection before leaving the factory. Like all Yankee Tools they are highly finished and have a ready sale.

**“YANKEE” TOOLS**

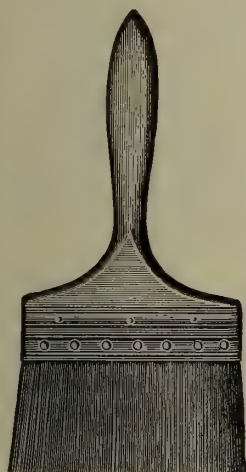
The above quality is also represented in our cabinet style

SCREW DRIVER NO. 95**NORTH BROS. MFG. CO.****PHILADELPHIA, PA.***Canadian Sales Office***ADCOCK & COMPANY LIMITED, MONTREAL**



**When You Sell
Meakins' Brushes
You Are Building
Up Future Assets**

"The proof of the 'Brush' is in the 'using'." Meakins' Brushes never fail to give the utmost in service. They are built to produce repeat order trade.

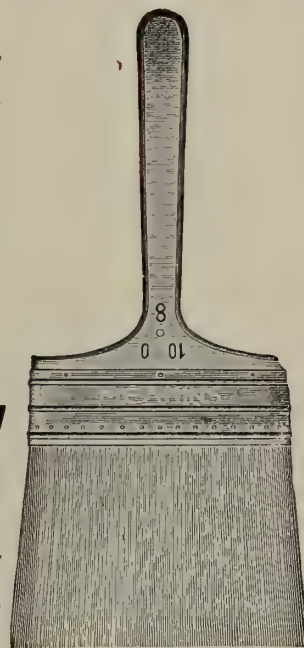


MEAKINS'

Paint and Varnish

BRUSHES

Are made in many styles for all purposes, and their widely known serviceability and "easy spread" is a feature of all.



A Line Will Bring Our Catalogue.

Meakins & Sons, Limited

Head Office and Factory:

HAMILTON

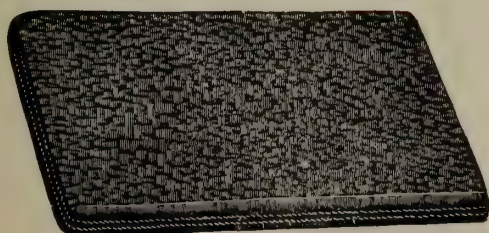
Warehouses :

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Meakins Brush Co., Ltd.
MONTREAL



Induce your customers to

THERMOIZE

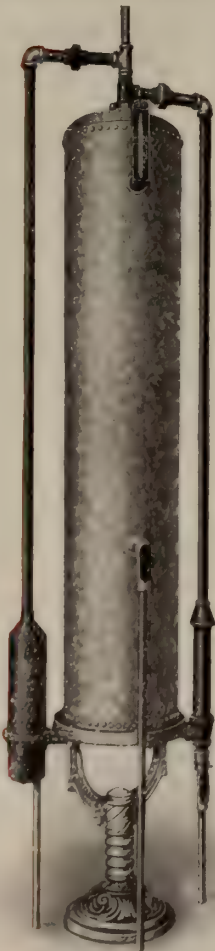
*Heat their home supply of hot water Electrically
With a*

THERMO Electric Water Heater

Internationally recognized as the Peer of Electric Water Heaters

Manufactured in fourteen different types, all with interchangeable elements covering every range of requirement.

Electric Water Heater Installations



ON the left is shown a Twin Element Three-Heat Circulation Heater. Irrespective of the temperature of the water in the boiler, and the fact that these Heaters are uninsulated externally, their remarkable efficiency is apparent from the fact that their temperature is always lower than that of the highest temperature water in the boiler which they are heating.

In front and facing the observer is a Single Unit Immersion Heater, installed in the 1" opening, commonly used for connection to water back or furnace coil. At the right a similar Heater is installed using ordinary pipe fittings as a circulation unit. On account of their remarkable efficiency and durability these Heaters have been universally adopted for continuous operation requirements.

All Domestic Heaters adapted for direct connection to conduit, and integral or remote control—Remote control, switch not mounted on heater; integral control, switch mounted on heater. All Circulation Heaters complete with three heat indicating switch.

The Thermo Electric Water Heaters are the result of painstaking experiment and research. Every factor tending to adverse or doubtful influences has been eliminated. Every condition tending to increased efficiency, durability and satisfactory performance has been incorporated. The price is based on faultless design and material, high grade workmanship and the built in completeness which secures and retains the lasting good-will of the customer.

Write for descriptive literature and price information and we will send you in addition attractive window and show case display cards that will bring you business.

THERMO ELECTRIC LIMITED

Manufacturing Engineers

BRANTFORD

CANADA

Western Representatives:

Cochrane, Stephenson & Co., Limited

Winnipeg - Vancouver

HARDWARE

ACCESSORIES - SPORTING GOODS

PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

VOL. 15, No. 7

Published Monthly by WESTON WRIGLEY, 8 University Avenue, TORONTO

JULY, 1923

Favorable Comparison

The large stock companies often criticize our group of companies on the point of strength.

Here is how the situation actually looks on a bed rock basis:

December 31st, 1922

	Home of N.Y.	Hartford	Can. Hdw. & Imp. Und.
Surplus	\$17,631,327	\$15,404,672	\$2,007,647
Insurance in force	\$5,168,824,828	\$5,860,805,172	\$331,364,753
Amount of surplus to each \$1000 in force	\$3.41	\$2.63	\$6.06

FIGURES TALK!

50% saving of fire insurance costs.

SAFETY
Surplus over \$2,000,000

SAVING
50%

SERVICE
An efficient field force

The Canadian Hardware and Implement Underwriters

C. L. CLARK, Manager

802-3 Confederation Life Building, Winnipeg

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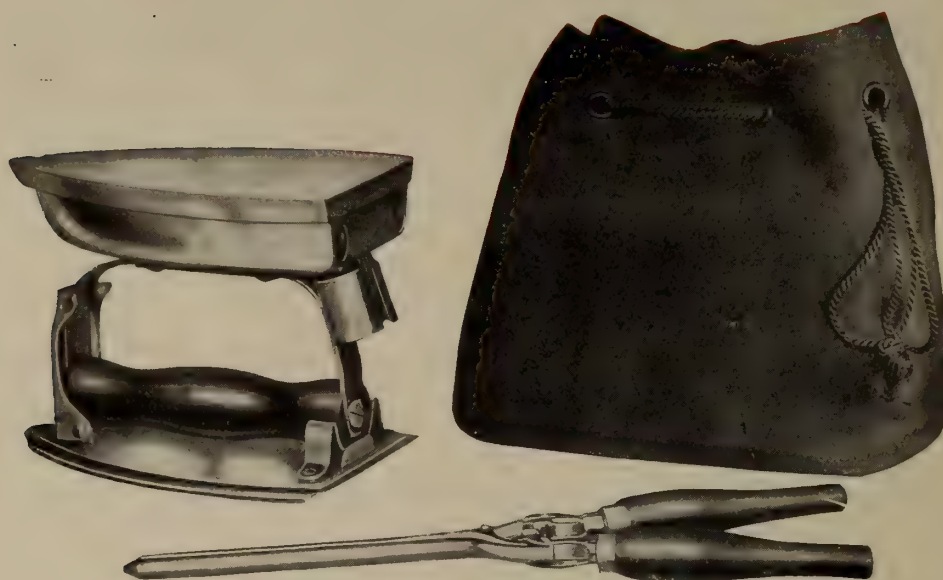
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Hotpoint



Boudoir Set



THIS season of the year, travelling is much indulged in and for that reason, Hotpoint Boudoir Sets, Three pound Irons, Curling Irons, etc., find a ready market.

The Boudoir Set, illustrated above, consists of a three pound iron and a metal stand for converting the iron into a small stove, and a pair of folding curling tongs. There are two holes in the base of the iron for the purpose of inserting the tongs.

The Boudoir Set makes an extremely convenient travelling accessory, as it takes up very little space.

"Made in Canada" By

HOTPOINT DIVISION

of
Canadian General Electric Co., Limited

Remington

The World's Favorite
Shotguns

Grasp the sales opportunity which is being created by our advertising of these two popular models.

Remington Model 10 A (12-GAUGE)

The pioneer hammerless, solid-breech slide-action repeater. Famous all over the world as "The Remington Pump Gun." Has a barrel of Remington steel, 26, 28, 30 or 32 inches full choke, option of Cylinder or modified. Magazine capacity 6 shells, with bottom ejection. Weight 7½ lbs.

The Remington Pump Gun is a household word among sportsmen and a sure seller — always in demand.

Remington Model 17 A

(20-GAUGE)

Designed to meet the demand of sportsmen for a lighter, smaller gauge model of the famous Remington Pump Gun.

This new Remington 20-gauge Model 17A has at once jumped to an amazing success among shooters. Its fine lines, very easy pump action, simple take-down and safety features, together with extraordinary possibilities of quick sighting and rapid fire, make it a very desirable acquisition to sportsmen, farmers and farmers' sons — even though they already have a gun. By all means stock the model 17A now. This is a profit bringer.

26 special Loads in 12, 16 and 20 gauge for every kind of game.

The New Remington Game Loads

The New Remington Game Loads—a series of 26 special loads adapted for every kind of game to be met with in Canada. Furnished only in the Famous Nitro Club wet proof shot shells. The customer just names the game he is going after. You simply hand him the right Remington Game Load.

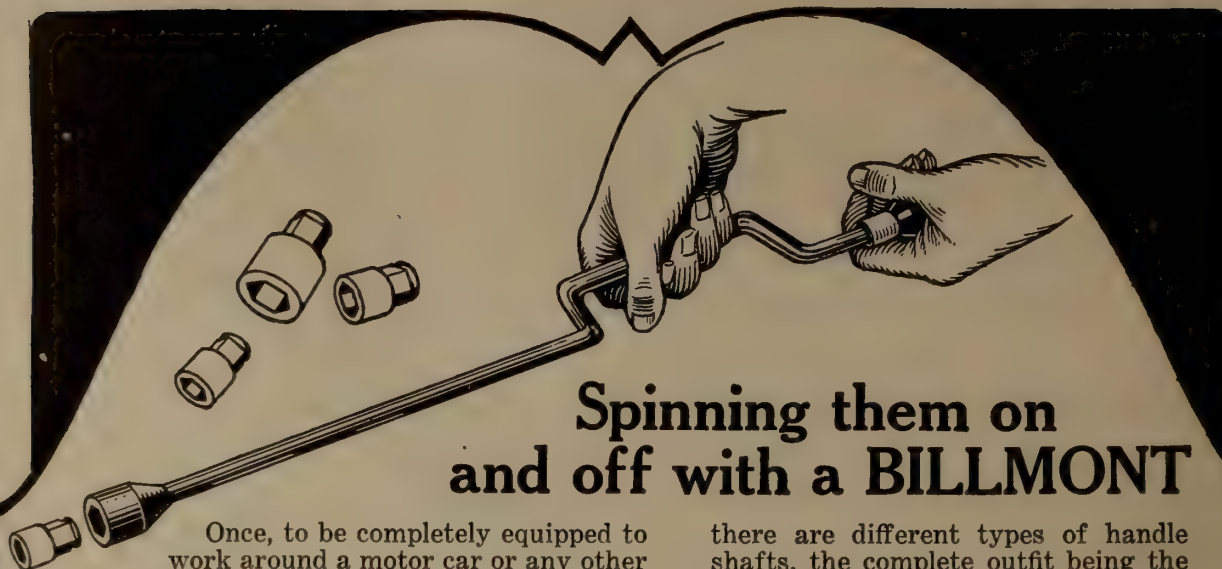
Easy to buy and easy to sell. Easy to please customers, therefore sure to please you. Stock Remington game loads now. Demand is growing by leaps and bounds.



Ask your jobber's salesman for full particulars.

Remington Arms Company, Inc.

Cunard Bldg., 25 Broadway, New York City
(Remington U.M.C. of Canada Limited)



Spinning them on and off with a BILLMONT

Once, to be completely equipped to work around a motor car or any other complicated machinery beyond the reach of the primitive monkey wrench, a man needed about a ton's weight of wrenches—a separate wrench for every size of nut. The day of the motor car has developed a great deal that is new in machine shop practice. It developed the Billmont Wrench.

With a Billmont Wrench you can turn every standard nut made, hexagonal or square, from three-eighths of any inch up to one inch. And you've got commanding power over the nut, no matter how hard it is to turn or in how awkward a place to get at. Go into a big motor factory like the Willys-Overland or General Motors or in the Ford plant or into a big, up-to-date garage, and watch them "spinning them on and off" with the Billmont Wrench. The Billmont is becoming the standard wrench equipment wherever wrenches are in constant use—in the machine shop, the factory, the garage, on the farm or in the motor car.

The Billmont Wrench consists of a driving shaft or handle with a universal nose, and 24 sockets to fit any standard, hexagonal or square nut. The universal nose fits each of these sockets. To suit different purposes

there are different types of handle shafts, the complete outfit being the equivalent of 192 wrenches. If we count adjustable extensions, the combinations are multiplied to a total of 768 different wrenches! This is easily the most compact assemblage of useful wrench tools ever made.

"No. 500"—Billmont Mechanic's Kit

- | | |
|--------------------|----------------------|
| 1 Master Wrench | 1 Long T. Wrench |
| 1 Junior Wrench | 1 Racket Wrench |
| 1 Offset Wrench | 2 Extensions |
| 1 Rim Brace Wrench | (6-in. and 11-in.) |
| 1 Speeder Wrench | 1 Screw Driver |
| 1 Short T. Wrench | 1 Oil Plug Remover |
| | 1 Ford Valve Grinder |

24 Sockets, hexagonal, ranging in fractions of thirty-seconds from three-eighths up to one inch;

Square from seven-sixteenths up to three-quarters;

The whole Kit packed in a strong, black japanned metal box, with tray with recesses for each socket.

NOTE:—The Master Wrench with the crooked nose at end of long, straight shank is a Kit in itself when it comes to reaching nuts in different places on cars or other machines.

If you work with nuts and wrenches, in steel, iron or wood, you'll be interested in our Billmont Catalogue which shows the different outfits we assemble for different purposes, and all the different individual Wrenches and Sockets. Give us your name and we'll be glad to send it to you.

Russell Gear & Machine Co., Ltd.
1209 King Street West - Toronto, Canada

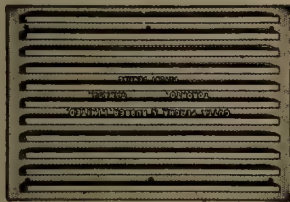
BILLMONT WRENCHES

24 Interchangeable Sockets

"GUTTA PERCHA"

Auto motive

Equipment



Step Pads



Sealtite Patches

"Automotive"

Means

"Self-Moving"

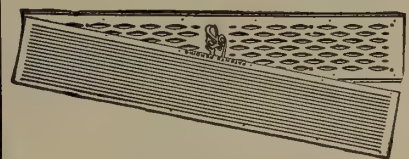
(See Dictionary)

Hardware merchants found out long ago that "GUTTA PERCHA" Automotive Accessories were "Self-moving."

They don't need to consult a dictionary; they can tell it by the cash register.



Rubber Headed Mallets



Running Board Mats

Gutta Percha & Rubber, Limited

Head Offices and Factories, TORONTO

Branches from Coast to Coast

Warm Weather Brings New Sales Possibilities



Ask 'Em to Buy

SUMMER driving brings increased danger from over-heating. Engines warm up sooner, engine oil breaks down more readily, water in the radiator evaporates quickly. These are conditions that make the ever-ready warning signal of the Boyce Moto-Meter more than ever the most necessary accessory on the car. The owner who drives without a Boyce Moto-Meter has hanging over him the constant shadow of engine trouble and subsequent costly repairs.

These are facts that Boyce dealers can capitalize into sales and profits. During the summer, especially, it pays to display Boyce Moto-Meters prominently and to bring them to customer's attention. With the increased opportunities the warm season brings, the records that have made the Boyce Motor-Meter the fastest selling accessory on the market promise to be broken and new standards of sales and profits set for all Boyce dealers.

For selling helps or complete information about the Boyce sales plan ask your jobber or write us.

The Moto-Meter Company
of Canada, Limited

Hamilton - - - - - Ontario

BOYCE MOTO METER

The Motorists Choice ~ The Accurate Boyce

Motorists Want Them You Should Stock Them



The Goodyear Tube Repair Kit and Goodyear Tire and Auto Top Paint are two accessories of outstanding value and usefulness to the automobile owner. They are asked for everywhere.

Goodyear Patching Cement in attractive cartons and Goodyear Blowout Patches enjoy a particularly large sale.

Goodyear Fan Belts have established a reputation which keeps them in constant demand. They are absolutely the best belt for any car.



*Buy Goodyear Accessories from your
Jobber:*

Canadain Fairbanks-Morse Company.
All Branches

Miller-Morse Hardware Co. Limited,
Winnipeg, Man.

Walkerville Hardware Co. Limited
Walkerville, Ont.

Bowman Brothers Limited,
Regina and Saskatoon

R. G. Edgcombe & Co.
London, Ontario

Mackenzie, White and Dunsmuir,
Vancouver, B. C.

St. Lawrence Oil Co.
Gananoque, Ont.

The Sumner Co. Limited
Moncton, N. B.

The Goodyear Tire & Rubber Co. of Canada, Limited

Gurney

PRODUCTS

Consider the Facts!

The Gurney Warm Air Furnace is an economical, simple, wear-resisting home heating plant. It costs no more than others, yet gives greater value. Its particular type of construction gives a freedom from repairs and a lasting satisfaction to its owner. And, above all, its simple design makes it easy to look after.

There is a Gurney Furnace of the proper size to keep any home comfortable. We manufacture models in all sizes from the smallest to the largest, in either the hard or soft coal type.

Gurney Furnaces are well known throughout the entire country. Install them and be sure of satisfied customers.



Gurney No. 1806 Furnace, With Casing

Write for our new catalogue giving illustrations and complete details of our entire line.

The Gurney Foundry Company

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HARDWARE

ACCESSORIES - SPORTING GOODS
PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT
A MERCHANDISING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

A Consolidation of
HARDWARE and
ACCESSORIES
CANADIAN TIRE and
ACCESSORY JOURNAL
and the
CANADIAN HARDWARE
JOURNAL
Established 1909

Vol. 15—No. 7

8 UNIVERSITY AVE., TORONTO, JULY, 1923

\$1.50 Yearly in Canada

WINDOW ADVERTISING BUILDS TRADE

SAY what you like about chain stores—you've got to admit they're real merchants.

You can see that in their windows—and in their merchandising methods.

Why can't the individual merchant steal some of their thunder—adopt their merchandising methods?

Remember—it wasn't the success of the chain stores that made their merchandising policy.

It was their *merchandising policy* that made their success.

And the main features of their merchandising policy is to make the most of their opportunities to display the goods they have to sell—both in their windows and inside the store.

Are your windows working full time for you?

LIVE SALESMANSHIP

FRANK TAYLOR, of Taylor Bros., Carleton Place and Almonte, is one of the liveliest of Ontario hardwaremen and his report of business conditions is both interesting and inspiring. Early in the year he got the idea that there weren't enough customers in the store so he had a series of talks with his staff and set an example by working harder than he had ever done before. Business wasn't bad according to his sales records, but when people order by 'phone or mail there isn't the same opportunity to "make the extra sale" by suggestion that can be done across the counter.

"Taylor's Gimlet," the monthly store paper, reaches every farmer in the district surrounding Carleton Place and Almonte, and it, with free rural telephone connection maintains close connection between the two stores and their customers. The April issue, for example, advertised Timothy and Clover seed and on the morning after the paper was mailed out there were seven orders booked over the phone before 7.30 a.m., and a total of 40,000 pounds were sold at a good margin of profit, but, owing to good buying last fall, the prices were lower than the quotations of the U.F.O. or Toronto seed houses.

Another example of live salesmanship was the sale of several thousand feet of pipe to a highway contractor. Some road work was being done on the road to Perth, several miles from Carleton Place, and one of the store's sales staff noted that the contractor had some pumping equipment on the job about a mile distant from a small lake. The incident was reported to the store and the contractor was interviewed, the result being the sale of several thousand feet of pipe and a rush order for a car of pipe and nails to the Montreal Rolling Mills. The order would have gone to Ottawa if the local hardwareman hadn't been on the job.

"June of last year was a fine month," reports Mr. Tay-

lor, "but we passed our 1922 figures in the first two weeks this month and have the rest of the month ahead of us to keep up our record of increased sales over 1922 for every month in 1923."

ONLY ONE QUARTER PAINTED

IT is estimated that the buildings in North America are only one-quarter painted. Three-quarters of the people and concerns that own property do not believe strongly enough in paint products to use sufficient quantities of them for their own good. In other words, 75% of the potential market needs paint education, which is the job the industry has turned over to the "Save the Surface" Campaign committee.

At present only 25% of the market is educated to the point where it is ready to listen to "talking points" about individual brands. These points shoot over the heads of the 75% because they are not sufficiently aware of paint to know that their lack of realization of the value of paint and varnish is taking money out of their pocket—not only eating up their interest, but also destroying their invested capital.

It is up to every hardware dealer to do his share of educational work on the consumers, to back up the consumer advertising of the "Save the Surface" Campaign.

The manufacturers are investing in a campaign of education which must benefit the retailer before the manufacturer can get his returns. It is worth an effort to increase the volume of paint sales four hundred per cent.

STICK IT OUT

When your world's about to fall
And your back's against the wall,
When you're facing wild retreat and utter rout;
When it seems that naught can stop it,
All your pleas and plans can't stop it,
Get a grip upon yourself and—stick it out.
Any craven fool can quit,
But a man with pluck and grit
Will hold until the very final shout;
In the snarling teeth of sorrow
He will laugh and say: "Tomorrow
The luck will change. . . I guess I'll stick it out."
The luck does change; you know it,
All the records prove and show it,
And the men who win are men who strangle doubt,
Who hesitate nor swerve,
Who have grit and guts and nerve,
And whose motto is—Play hard and stick it out.
So you, when things go wrong,
And you think you can't last long,
That you've got to quit nor wait the final bout;
Smile, smile at your beholders,
Clench your teeth and square your shoulders,
And fight! You'll win if you but stick it out!
—Edmund Leamy, in *Forbes Magazine*.

How To Compete With the Chain Stores

How the Ambitious Retailer Can Expand His Business and Fight His Chain Store Competitors With Their Own Weapons—Establishing the Branch Store.

The Fourth of a Series of Copyrighted Articles by WALTER S. HAYWOOD and PERCIVAL WHITE

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A retail merchant whose business had prospered to such an extent that he was seriously considering establishing a second store in another neighborhood, finally decided against the step, for the following reason. "My success to date has been largely due to the fact that I have been able to give my personal supervision to every detail of the business. If I were to operate a branch store I would have to divide my attention between the two establishments. No man can be in two places at the same time. Consequently I would lose more than I would gain by the expansion."

It must be conceded that a store-keeper's personal contact with his organization is an important factor in successful retail merchandising. Probably the greatest weakness of the big national chain system is its more or less impersonal character—its tendency to rely more on methods than on men. Perhaps nobody realized that fact more than George H. Hartford, the founder and creator of one of the greatest chain systems in the world—the "A. & P." grocery chain. Mr. Hartford always made it a point to keep in direct touch with as many of his branch stores as possible, even though he maintained a large staff of high-salaried "travelling superintendents." Busy executive though he was, for many years he was in the habit of seeing all of these travelling superintendents in person, instead of merely studying their written reports, and, not satisfied even with that, he frequently dropped in at the stores himself, whenever he happened to be in the neighborhood of one of the links of his great chain. When he went on his annual vacation, for instance, it was his invariable rule to look up the nearest "A. & P." branch.

The degree of direct control which the chief executive of a chain system is able to exercise over the branch store varies, naturally, with the size of the chain. Here, as has been pointed out in a previous article of this series, the merchant operating a small local chain generally has a decided advantage over the executive head of a great national chain system. The former can get around frequently to all of the branches. On the other hand, the larger the chain system, and the further apart its links, the more necessary it becomes to divide and sub-divide its executive functions among intermediaries, and to rely on records and statistical data.

The proprietor of a small local chain will probably, at the start, do the buying himself, keep an eye on the window displays, attend to the pricing of the merchandise, the advertising, etc. For as long as it is possible, he will keep in personal touch with all of his stores. Nevertheless, it stands to reason that he will not be able to give the same amount of individual attention to all the details of his business as was possible when he maintained a single store. Soon the time may come when he will find it necessary to have someone do his purchasing for him. He may have to engage an expert accountant, and a window display manager. As his organization grows, he will find that a haphazard supervision of checks and balances, and policing, can no longer obtain if he is to have an efficient control of his business. A regular and scientific routine will have to be

established so that each individual store account will reflect actual conditions, and the head of the chain and his assistants will be able to follow the progress of the branches properly and see that instructions are being obeyed.

It is obvious, therefore, that a merchant contemplating expanding his single-store business into a small local chain, even though he begins with but two or three links, would do well to study the standardized chain procedure of supervising and controlling the branch stores. Even at the start he will find that a sound frame-work of accurate accounting methods and detailed records, supplemented by frequent inspections in person, will be a big help to him. Moreover, there is the future to be considered. After all the two-store and the three-store chains are big chains in embryo. The ambitious retailer who has taken the plunge to the extent of opening a second store will probably not stop there, if the venture is successful. He will gradually add other stores to his chain; so he might as well provide himself with an adequate frame-work at the beginning. In such a system will be found a solution of the problem suggested in the opening paragraphs of this article.

A general survey of the methods by which the chain systems centralize control of their retail outlets makes it possible to submit the following outline which may furnish some practical suggestions to the proprietor of a small chain, and to the retail store owner who desires to establish one or more branches.

First, there are the Executive Reports, prepared at "headquarters," and placed on the desk of the head of the chain with a view to giving him a brief but comprehensive outline of the condition of the business in all its phases. By these reports the Chief Executive not only gets a line on his branch stores, the buying, etc., but he knows, also, whether his office force is keeping its costing and pricing, expending and billing, up-to-date.

Chains vary widely in executive accounting control, but the difference is not so much in the information desired but rather in the frequency with which it is desired, and the completeness of the detail. All the larger chains make it a practice to prepare daily, weekly, monthly, and executive reports. In their case such frequency is necessary because the daily and weekly reports must serve as "eyes and ears" to the chief executive, whereas the merchant operating a small local chain does not have to depend entirely on such sources of information.

Daily and weekly reports, however, may prove valuable even to the smallest chain organization. For not only do they readily reveal any mal-administration but they pave the way for future plans. If such reports are prepared, it should be borne in mind that, in order to prove effective, they should concentrate all the essential data on a single page. They should be up-to-the-minute in the information they contain, and they should invariably appear on the chief executive's desk not later than noon of the day following that for which the figures are entered. If a daily or weekly report comes in four or five days late its constructive and corrective force is liable to be lost,

as the evil it presents, or emphasizes for correction, has probably by that time ceased to be so obtrusively evident.

The Monthly Executive Report should also, if possible, be confined to a single sheet. Nevertheless it should endeavor to give a very complete, though concise, analysis and statement of the operations and conditions of the business. The form is compiled almost entirely from the books of account, although it is possible to check the daily and weekly reports against it.

Annual reports are practically similar to monthly reports. They can well include more detail and, of course, are the final figures for the fiscal period and are compiled after an actual physical inventory of the warehouse stock, fixtures, and equipment, with depreciation and losses charged off. But essentially the same report can be used.

The salient features concerned are:

1. Balance sheet.
2. Income account.
3. Expense statement.

The annual report comes to the executive as a final link in his system of executive control of the many phases of his business. It also furnishes the ordinary medium by which the results of the year's operations are made public to stockholders.

In many chain organizations, comparative statements are got up at specified periods, weekly, as shown previously, but also monthly and yearly. These statements may show sales, profits, expenses or other items of interest regarding the stores and their relative standing from different merchandising aspects.

It is apparent at once that figures such as these are of great importance to executives. It enables them to put a finger at once on all weak spots. If one store falls off in sales while other stores maintain a steady average, this fact shows up at once in the percentage column. The same is true of profits. Although the sales of two stores in gross amounts may come to the same figure, the net profits of one may far outbalance the other, and again these records show the reason for this deviation clearly.

The important problem of price control is solved by many chains by the keeping, at headquarters, of a "cost Record Book," which becomes a fountain head of knowledge to the organization in so far as merchandise prices—cost and retail—are concerned.

Prices are established from the merchandise department. The buyer figures a unit cost on each article, and then, by himself or by the advice of the executive department, he figures the retail selling price. Both these figures are entered in the Cost Record Book.

Branch store managers are given complete price lists, virtually copies of the cost record book, and identical with the office price lists, except that only the retail prices appear therein. The store managers thus know the price at which to sell every item and can put accurate price tags on their merchandise.

Were it not for the fact that prices are constantly changing and articles being added to or taken off the selling list, the problem of price control would be solved merely by issuing the lists to the retail managers. But the solution is not so easily achieved and the problem thus becomes one of providing for getting the changes that are known in the office, and there recorded in the Cost Record Book, to all the books of all the branch store managers. This dissemination of information is brought about by means of (a) the daily bulletin, (b) the retail mark-up and mark-down notices, and (c) the weekly change sheets.

The Daily Bulletin is kept in a diary form at "headquarters" and is so located that the office force may have ready access to it. In it the buyer enters changes in cost

and selling price of the articles carried in stock from the data on his Cost Record Book, and makes notation of new goods just arrived, giving their cost and selling price, and of goods no longer carried.

To get this information out to the stores at a given time of each day, it is the duty of one clerk to make copies of the Daily Bulletin page, recording only retail prices, and to send them out to all the retail managers.

If speed is desired in transmitting the changes, the branch store managers can be given the latest prices over the telephone, having the messages confirmed later by a copy of the Bulletin.

The same clerk makes out mark-up and mark-down notices, from the information on changes, and sends them to all the stores. When the store manager receives a mark-up or a mark-down notice he counts his stock of the articles enumerated, signs the slip, and returns it with his next report showing the additional merchandise charge or credit on this report.

Weekly Change Sheets, which are mailed to the branch store managers on a stated day—usually on Saturday—constitute a compilation of all the changes, additions, and deductions that have appeared on the daily bulletins, and serve as an additional means of verifying the retail price lists and of bringing them up-to-date. The store manager is held directly responsible for selling his merchandise at the prices given on the last change sheet. Consequently, as soon as he receives one he should compare it with his price list, making the necessary changes and corrections.

Some of the big chain organizations require their branch store managers to render daily reports, in writing, which bring to headquarters the complete story of the happenings of the day. Even in these cases, however, constant personal supervision and policing of the retail branches is practised, for it is realized that in no other way is it possible to make sure that instructions are being obeyed, and that the store managers are honest and efficient.

In the smaller chain the chief executive will do this policing himself, but as soon as the chain attains moderate size the owner must delegate the work of supervision to others. He will probably promote one of his store managers to take active charge of a group of stores, visiting them daily, or at least several times a week.

A district manager in the United Cigar Stores is in direct charge of about fifteen stores in one city or an appropriate number in a more scattered locality. Assignment of stores to a manager is made on the basis of traveling facilities and distances between stores. These men are given careful estimates of what sales in each store should be, and it is one of their duties to consult with the store managers as to methods of attaining or exceeding these quotas.

On his tours of inspection the supervising authority should check up the prices and price list of the manager, inspect the branch store for cleanliness, window displays, appearance, and general marketing methods, and get a check on the cash register. He should also make it a point to take a physical inventory of the branch store at least once a month. This shows up leakage through carelessness and dishonesty in an undeniable manner. All big chains have travelling auditors who visit branch stores at specified, or unexpected, times, and take inventory.

As regards policing, however, it should be borne in mind that the higher the morale of the personnel of a branch store the less the necessity for policing. The proprietor of a chain should therefore keep careful watch on the morale of his organization. That is a subject which will be discussed in detail in a subsequent article. It may be stated here, however, that frequent conferences between

the managers of the branch stores and the chief executive, conducted in a way which combines the element of "good-fellowship" with business, have a potent effect on morale. Many chains regard such conferences as an essential part of their routine. The meetings may take the form of dinners, when it is believed that the more informal atmosphere will lead to better results.

From the above general outline the merchant establishing one or more branch stores may be made aware of the fact that even though, with the expansion of his business, it may be impossible to give as much individual attention to details as formerly, he can still maintain an efficient supervision over all the links of his chain, by adopting, or adapting, the methods of the big chain organizations.

The branch store may be likened to a private soldier in the army. It must be taken care of. Its wants must be administered to. It must submit to discipline. And, as in the case of the army, records can be made to play a large part in the relationship between "headquarters" and the individual links.

HIRING A BUSINESS PARTNER

By A. M. Burrowes

A merchant advertised for a young man to wait on the trade. The usual grist of good, fair and indifferent applicants appeared the next morning. Three survived until the final sifting. To each of these the merchant put this final question:

"What do you want?"

The first applicant leaped at the question as though it might get lost in future conversation.

"Twenty dollars a week and a raise in three months".

The second was not so eager.

"What I want most is experience. So I guess fifteen dollars is enough for me. I'm not sure that I want to stay in the business long."

When the third boy was reached he replied:

"I want to know the business so well that some day I may be your partner."

The type of young man represented by the third applicant is the type who is doing more towards keeping business on the upgrade than a dozen artificial trade booms.

Very wise economists tell us that distribution is the neck to the bottle of prosperity. Reduce the costs of distribution and you will bring greater prosperity to all.

They tell us that the new type of retail merchant with his greater knowledge of salesmanship; his implicit reliance on the cold facts and figures of his business as against aimless guesswork; and his right-about face to the first principle of successful retailing, "a short profit and a quick turnover" is cutting distribution costs and filling in the valleys of business cycles.

CHAIN STORE PROFITS INCREASING

Chain-store and mail-order sales are increasing. Sears, Roebuck & Co. in January sold \$18,930,082, compared with \$14,188,422 for January, 1921, and Montgomery Ward & Co. handled \$8,477,238, compared with \$5,594,153 in January, 1921. Sears, Roebuck & Co. sales for 1922 were \$160,648,152, an increase of \$1,613,634 over 1921, with a profit of \$5,706,926, compared with a 1921 loss of \$6,435,468 due to inventory adjustments. S. S. Kresge Co. showed net profits for 1922 of \$4,616,417, compared with \$3,402,033 in 1921.

This is the golden age for the young man wishing to learn the science of store-keeping—for it is a science. The opportunities were never richer. And yet he must work and study as the old type of store-keeper never did.

It used to be true that "most anybody can keep store," as the saying was. If a man failed in farming or got tired of working for someone else, he usually set up a store and began to dispense goods. It never occurred to him that special training and skill were needed to buy and sell at a profit.

From the day he first thought of store-keeping as a life calling, he began his guessing.

He guessed that he wasn't cut out for a farmer and that he might as well go to store-keeping. He guessed that he would rent or buy such and such a location. He guessed that he would handle this and that merchandise. He guessed that long profits on slow moving merchandise beat short profits on fast movers.

He guessed that Henry was a good clerk and Oswald wasn't. He guessed that Sol Wuester owed him sixteen dollars and forty-six cents and he guessed that Sol had been owing it to him for six months or more.

He guessed from morning to night. He would no more think of spending a half hour in the morning gathering the figures about the previous day's transactions and learning the actual facts first hand than he would think of buying goods from his meanest competitor.

There used to be a lot of guessing among store-keepers in the old days. There is still too much of it being done. When the government collected the first income tax, there were only a small percentage of retail merchants who made out correct returns. Conditions were still bad in 1922. Undoubtedly, if a close investigation were made of the 22,000 merchants who failed last year the facts would show that more than 75% of the failures were due to guessing.

The up-to-date retail merchant today—that man, who ten years ago when he was applying for his first clerkship, said he wanted to know the business and then be a partner in it—is a fact-finder and a fact-user.

Every day he gets the whole story of his business in figures. His books show him what goods move fast and what goods loll around the shelves and floors wasting space and money. He knows who owes him money and how much. On short notice this up-to-date merchant of ours can prepare a financial statement that his banker or wholesaler will accept as a basis for negotiating a credit extension.

When this up-to-date merchant in turn employs new sales clerks he knows from the first how much the young men or women are earning; what percentage of each sales dollar goes into selling expense; how close each clerk comes to selling enough volume to earn his salary; what goods they sell best; how well informed they are about the goods they are selling. He knows what window displays are most effective; what sort of advertising brings in the buyers; what sort of new business to go after and how to go after it.

Every merchant today has a place for the young man who "wants to know the business and some day be a partner in it"; who enters his new employment with the idea that he is to become a part of it—loyal, courteous, honest and intelligent.

"In 50% of the transactions in most retail stores there is no place for the word 'profit'."—Frank Stockdale.

Remember King Solomon's Warning

Pride Goeth Before Destruction and a Haughty Spirit
Before a Fall.

By ROGER W. BABSON

"Everywhere people are talking prosperity, building is booming, prices are again advancing and wages are rising," says the statistician. "A little of this is a good thing; but too much of it all at once is dangerous. When a patient recovers too rapidly, a relapse may occur. The business men of the United States need to remember the warning of that old capitalist and philosopher—King Solomon—who cautioned the business men of Jerusalem that 'pride goeth before destruction and a haughty spirit before a fall.'

"Personally, I much prefer the more gradual and deliberate manner by which Canada is passing through her readjustment. We have much to learn from our Northern neighbor. Today conditions are better in the States; but unless we take care, business will be better in Canada in 1924 than it will be here.

"I spent some two weeks studying Canadian conditions, and was very much pleased with what I found. Various factors suggest that the Dominion stands in about the same position in the economic cycle occupied by the United States six or eight months ago. If this is so *we must look for Canadian business to improve rapidly during 1923*. The farming situation is better and more favorable conditions prevail in trapping and trading centres of the north woods owing to the state of the fur market and the plentitude of furred animals. British Columbia is in a more prosperous position than the prairies. Its farmers did fairly well last year and the fruit-growing sections had very profitable yields. Lumber demand is expected to develop to quite sizeable proportions. Even in the mining towns I look for a fair improvement.

"Canadian sales efforts during the next months should be concentrated on the Eastern provinces. The industrial communities of Ontario and Quebec look relatively the best and even in the agricultural sections, conditions are more favorable than on the prairies. Mixed farming helped to lighten the load of the Eastern farmer. Industrial activity in Canada is estimated to be in the vicinity of 70 per cent. of capacity. Unemployment and short time is still prevalent in some lines. Gold mining is an outstanding exception. This line is fairly busy and is resulting in considerable prosperity in such centers as Porcupine and Kirkland Lake, Ontario.

"Industries manufacturing goods for human consumption or covering are perhaps most active and have the most encouraging outlook. The best customers will be found in the cities. I have in mind all of the manufacturing centers of Southern Ontario and Québec, but especially those producing pulp, boots and shoes, textiles, clothing and food products. In the Maritime provinces a firm foundation is being built up for business improvement. Basic industries are now dull, but I believe that warmer weather will bring decidedly better markets for lumber, fish and other local products. By summer, New Brunswick and Nova Scotia should look nearly as attractive to sales representatives as Southern Ontario and Quebec.

FARMERS' HOPES HIGH

"A more hopeful feeling is developing, however, in the prairie and other agricultural regions. Better prices for farm products are helping the Canadians as well as the

farmers in the States. As the Canadian farmer was slower in feeling the good effect of this increase in prices of farm products, so he will enjoy it longer. It seems to be a fundamental principle of economics that the Dominion lags about a year behind the States, both as to action and reaction, decline and recovery. Hence, I say that *while today conditions are better in the States, they may be better in Canada next year*. Business conditions are much like a storm—they travel across the country in waves. Each section gets the storm; but all do not get it at the same time.

"We should be better neighbors to Canada. Some day we must turn to her for natural resources. When our timber is gone; when our waterpower is all developed; when the price of land here makes the raising of cattle prohibitive, we must turn to Canada. Besides, the boundary line between the two countries was never made by God—it was made by man—hence, let us not erect unnecessary tariff walls or other barriers. Let us remember that in the long run the prosperity of both countries is bound up together. For either to prosper both must prosper. We each need the other. Let us be Christians in legislation as well as in name.

"The Babson chart continues to register the slight inflation to which I have already referred. Today it still stands at 5 per cent. above normal. With the readjustment only 60 per cent. completed, this is not a healthy sign. It is dangerous to raise prices or wages at the present time. Let us have prosperity; but let us not have inflation. Things that have recently occurred in the stock market, the spirit of the bootleggers and the general desire of almost everyone to get something for nothing are not healthy signs here in the States.

"We need more character and less speculation at the moment. It, of course, is true that men make values," concluded Mr. Babson, "but let us not forget that souls make men."

CANADA ON THE UP GRADE

More than 22,000 persons were inspected and passed through the western provinces during March, according to Thomas Gelley, chief immigration officer, at Winnipeg. Of these, 2,500 are reported at the immigration office as returning mechanics; about 2,500 were settlers going direct to the land; and in addition between 16,000 and 17,000 were short-term visitors here, some as land seekers or seeking business opportunities.

With the exception of Great Britain, the United States exported more goods to Canada during March, 1923, than to any other country, according to a bulletin issued by the U. S. Department of Agriculture. Canada imported goods from the United States to the value of \$53,664,386, an increase over the corresponding period a year ago when the figures were \$44,492,960.

Canada's trade with the United States is increasing. May imports from the United States were \$46,926,052, an increase of \$14,056,806 over April, 1922. Exports of Canadian produce to the United States were \$25,944,331 last month or \$10,445,523 more than in April, 1922. Wood, wood products and paper were chief among Canada's exports to the United States last month, totalling \$15,546,109.

The radio is being used to advertise the Canadian North-West. The Winnipeg Board of Trade recently launched an advertising scheme of 52 radio lectures from the Government Station at Winnipeg, each to be given by a different speaker. The scheme originated in the wide interest evinced in Winnipeg history and progress which has been increased substantially by the increasing use of the radio.

Wide Sale for Electrical Appliances

Demand Not Confined to Electrical Ranges, Washing Machines, Toasters and Irons.

By ALICE CARROLL, Society of Electrical Development

People living in modern and newly built houses are enjoying most of the "built-in" comforts which an adequate house wiring system affords and even the house that is neither new nor completely wired can be equipped with countless conveniences nowadays, thanks to the ingenuity of the manufacturers of electrical supplies.

Few people realize how many electrical labor-saving devices which add to the efficiency and convenience of housekeeping, are now on the market, irrespective of washing machines, vacuum cleaners, ironers and the like.

Most people think of labor savers in terms of laundry and cleaning equipment mainly because dealers have featured these and similar articles in their window displays and show rooms almost to the exclusion of smaller and less expensive devices, equally efficient in their respective fields and equally saleable.

The small household motor, for instance, is almost never featured in advertising or display and yet this is a piece of merchandise with a universal appeal. Every man, woman and child will want a household motor if it is properly advertised and demonstrated and the electrical department as well as hardware and house furnishing sections of the store will find it profitable to carry a stock of these.

This small motor will prove to be equally efficient on a grind stone or an ice cream freezer; to operate a sewing machine or a whole "factory" full of toy machinery. It is indispensable on a tool bench for drilling and grinding, polishing and buffing and saves the expense of the little repair jobs that constantly confront the housewife.

Silver cleaning, for instance, was almost as much of a bugaboo as dishwashing until both tasks were electrified and yet there is no comparison between the cost of the dishwasher and the cost of the little household motor.

Sewing by motor requires but little energy and a recent test proved that sixteen times more stitching could be done on a motor driven machine than on the foot-pedal type. Garments for the entire family as well as curtains and furniture covers can be made at small cost if the "sew motor" is attached to the home sewing machine. It is simple to operate and the needle can be made to travel slowly or at a rate of 1,000 stitches per minute without the least exertion.

Home comforts and conveniences are further enhanced by the use of wired furniture, especially in dining and bed room.

From a convenience outlet in the middle of the dining room floor a cord can be run inside one of the table legs

or through the center pedestal to a series of outlets along the edge of the dining table so that the table cooking devices, candelabra, fans and portable lamps may be most conveniently used.

As a general rule, the china cupboard has no further use for wiring than to provide its individual light, but this, shining on the china and glassware within, makes a touch of beauty not otherwise obtainable.

Most wired dining tables have at least three outlets to which cords may be attached, brought out from under the table cloth and connected to the appliances as needed.

Wired serving tables and tea wagons are equally desirable, especially the latter which permit the hostess to serve tea in any part of the house or out on the veranda. A wired tea wagon also facilitates the preparation, serving and clearing away of food in kitchen and dining room.

Wired serving tables and tea wagons are equally desirable contain at least three convenience outlets which carry sufficient current to take care of any three appliances it is proper to use at the same time. It should be remembered that wired furniture adds to the convenience with which electric appliances may be used; it does not increase the capacity of the outlet or circuit to which it is attached.

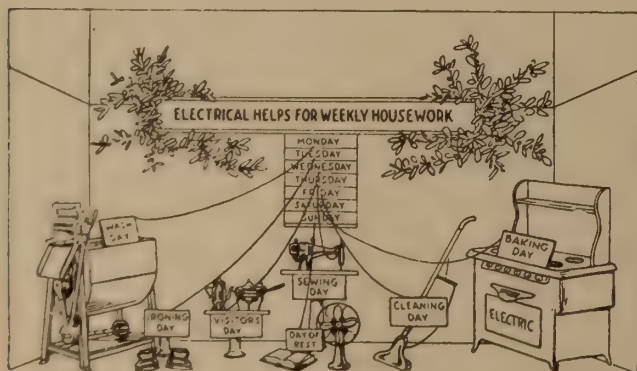
Wired beds, dressers and dressing tables are especially popular with women because of the convenience with which electric "beauty aids" may be used. The curling iron, vibrator and violet ray may be more readily attached and more conveniently operated from a wired dresser or dressing table than from an outlet in baseboard or side wall, at the same time affording plenty of light for arranging the most unusual coiffure or the most modish and intricate gown.

As a matter of fact, one of the great advantages of wired furniture is the provision it affords for more adequate and effective illumination. The lighting of the dining room table by wired candles, for instance, is made possible through its use.

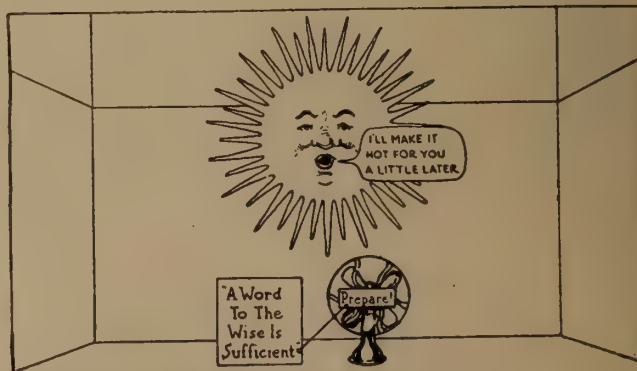
In like manner candles may be used to illuminate the mirror of dresser or dressing table and the wired bed enables one to have plenty of light for reading at night as well as the convenient use of electric heating pad, milk warmer, immersion heater and the like.

The display possibilities of wired furniture are unlimited inasmuch as it enables the dealer to show a wide range of merchandise in its most natural and effective setting. When properly displayed there is opportunity for selling not only the furniture itself but the lighting and other equipment which go to make up its effective demonstration.

While there is nothing to take the place of an adequate house wiring system, the wiring of furniture serves to increase the efficiency of any installation and makes it possible to use more conveniently the many labor-saving and lighting devices.



Suggestions for summer window displays for hardware dealers selling Electrical Appliances.



Go After The Summer Camp Trade

In Addition to Canoes and Sporting Goods, Paint, Stoves, Cooking Utensils and Many Other Lines Can be Sold.

EVERY camper or huntsman should know how to outfit, how to select and make a camp, how to wield the axe, make proper fires, how to cook, wash, mend and how to travel without losing his course, and what to do when he has lost it; how to trail, hunt, fish, shoot, dress game, and how to extemporize such make-shifts as may be needed in wilderness faring. Then is he truly a woodsman, sure to do promptly the right thing at the right time, no matter what befalls. The hardest problem in outfitting is what to take, or it might be better said what NOT to take. Go light. In these two words lies the secret of tripping it afield, a really fine art.

Hand axe—Should have a handle about seventeen inches long, with blade the temper and edge of a good axe. The axe with sheath to weigh about one pound and ten ounces.

Sheath knife—Should be small and light. Blade about six inches. The best is none too good. One fashioned out of a file is excellent.

Pocket knife—Regular jack knife, one large blade and two small ones. Large blade equal to whittling hickory. One of the small blades to be ground very thin and kept clean for use in any surgical emergency.

Compass—To have hinged cover with illuminated dial for day or night use. Dial to be about one and three-quarter inches in diameter. Believe in your compass.

Watch—A cheap one for day and night use. This can be rendered waterproof in the following manner: Take a piece of rubber dental gum eight inches square, put the watch in the center and bring the rubber together at the stem, tying the puckered up rubber with a bit of waxed string. To see the time stretch the rubber and the hands will show clearly. For chain use a bit of rawhide string.

Whistle—Fasten to buttonhole with a rawhide string.

Maps—Topographic survey maps showing roads, trails, cities, towns, waterways, contours and mountains.

Match box—Secure a small flat tobacco box, fill with matches and bind the edges of the box with a narrow strip of surgical adhesive tape. Use contents for emergencies only.

Matches—Waterproof and carry loose in the pocket. Waterproof as follows: Dip the matches half length in shellac varnish thinned with alcohol to the right consistency. Lay matches separately on a piece of newspaper to dry. Matches so treated can be left in water for a long time without spoiling.

Flashlight—A flashlight should be in every kit. Get a flasher with round edges, it will not wear holes in the pocket. Test battery before starting.

Eye glasses—If you wear them take an extra pair. In snow time when the sun is bright use dark glasses or smear the face with charcoal to prevent snow blindness.

Field glasses—Should be of good definition and wide field of view, prism binoculars of moderate power about six diameters. Opera glasses will do very well for bird study.

Toilet articles—Small piece of soap that lathers freely in any water, two small towels, small piece of bright tin or polished steel for mirror. Wrap soap in oiled silk bag. Tooth brush and paste.

Repair kit—Mill file, six inches long, small whetstone, pliers, twine, needles, thread and a few buttons.

Many of your summer cottages do most of their own repair work, both from choice and from necessity, and this plays into your hands by giving you an opportunity to suggest the advisability of buying paint to keep his cottage and garage looking attractive for summer visitors.

Your summer camper in many instances is able to fill in with considerable material taken from the year-round residence—certain items of home equipment that have become a bit too worn for further use at home, window shades which are not as fresh as they once were and so on.

But there are ever so many things which *must* be duplicated in both home and camp, items whose first use is the best use.

If wood is to be found nearby, there is much good cheer to be radiated from a crackling wood fire on a damp, chill day, in camp.

This suggests a small range with wood-burning fixtures and a three-burner oil stove with a portable oven, a five-gallon can filled with good, old K-oil and a box of matches.

Now let 'er rain those proverbial pitch forks and hoe handles, let it just soak the wood pile and brush heap, your camper has his own tinder-box at hand, where a turn of the lever, the flame from a match will soon result in piping hot coffee for all hands.

This is the joy of the oil cook stove for the summer camper and you can put it down for a fact that there is no mere theory in this, when you are giving your sales talk to one of them in your store.

The equipment in *cooking utensils* can be just as elaborate as the inclination and purse of the cottager may desire.

It is a rare case, indeed, where a complete line of necessary kitchen utensils can be taken from the home kitchen to the camp; even so, you will have nothing to lose, providing you are first on the job of replacement for the home.

The camp is built and ready for occupancy but keeping it comfortable and convenient to live in is another matter.

Doors may bind, windows may stick, the bed pulls apart, a table leg gets wobbly—a thousand and one little annoying things are sure to arise sooner or later, which, when the camper is isolated from the use of a few essential tools, are quite apt to bring forth much uncharitable language from the male members of the party and a keen discomfort to all.

Suggest tools to the camper. It's for his own interest.

You carry china in your stock. Dishes must be had whether of china, tin or papier mache and some dealer is going to sell them to the cottager when he is equipping this summer place of his.

If you stock *lawn furnishings, window boxes, couch blankets* and the like, you will meet with a ready response from these summer folks.

The main idea is to anticipate this business in due season.

When they open up for the season, repairs will naturally come first; equipment will soon follow as they check up on what they had planned to get last year or have discovered as a necessary or convenient addition for the present season.

Cultivate their acquaintance, get their viewpoints, learn, if possible, their plans for improvements or additions.

In a word, share their spirit and enthusiasm and it is our prediction that a generous share of this summer camp business will come your way.

Sells Two Water Systems with 50c Ad

Live Dealer Uses Novel Advertising Method to Push Sale of Electrical Water Systems to Customers in Farm Districts.

Written for "Hardware" by A. G. KEENEY

Every advertiser measures the efficiency of his advertising by the results it achieves, and in order to achieve good results every wide-awake advertiser naturally studies his own advertising as well as that of other advertisers. Guy Hutchins, president of Hutchins & Company, hardware and implement dealers, Spartanburg, has spent years studying various types of advertising, and that this study has brought results is attested by the number of farmers listed on Hutchins & Company's books as regular customers.

Mr. Hutchins devotes much of his own time to selling fresh water systems, and small metal signposts in front of prosperous farmhouses bear mute testimony to Mr. Hutchins' ability to sell these systems. These little signposts are advertisements in themselves, as they notify every passerby that the farmer owning the home has installed a fresh water system, purchased of Hutchins & Company.

Mr. Hutchins is a man who believes in the saying that "the art of salesmanship is in the location of those people who want your goods." Every advertisement prepared by Mr. Hutchins is designed to appeal only to one class of persons—those who might be interested in purchasing fresh water systems. Big display ads, costing lots of money, are never used by Mr. Hutchins. Instead of catching possible customers' attention with big type, Mr. Hutchins uses small ads, and tucks them into little corners of daily newspapers where farmers CAN'T HELP SEEING THEM. Mr. Hutchins makes no effort to appeal to anyone except farmers who may be interested in improving their homes and their farms. Other people, of course, read the ads, but not because any effort is made to induce them to do so—they read the Hutchins ads because the ads themselves are so different from the average ads that they fairly compel one to read them, whether or not he ever heard of a fresh water system.

Mr. Hutchins' system is ideal for the dealer who has not a big advertising appropriation. The dealer who must get results with a small advertising outlay might follow Mr. Hutchins' plan with excellent results.

Mr. Hutchins finds that the "lost and found" columns of daily newspapers circulating in the rural districts are splendid media for his purposes. Nearly every issue of one daily newspaper in his territory is used to carry a brief story to the farmers who are known to have a fondness for reading the lost and found columns.

Here is an advertisement used with excellent results by Mr. Hutchins in the "lost and found" columns:

FOUND—Near Boiling Springs, two good husbands who have forever laid aside the battered buckets and rusted chains. Messrs. Ike Marlow and Marion Seay have each installed a fresh water system. Who will be the next? HUTCHINS & COMPANY.

Another somewhat similar:

FOUND—On the Burnt Factory Bridge Road near Pauline, another good husband who has installed a fresh water system. The guilty man is Fred Sellers. Who'll be next? HUTCHINS & COMPANY.

FOUND GUILTY—Hutchins & Company blew up a tank near Campobello. This tank had to be blown up full

of air so it would pump water for J. B. Caldwell, who has installed for his mother a Fresh Water System.

Just as the farmers of the state become accustomed to seeing this type of advertisement, Mr. Hutchins "springs" something new. Sometimes he uses a little "want ad," similar to this:

WANTED—A HUSBAND who will relieve his wife of the drudgery of drawing water from the old well in the old way. Every wife will appreciate a Fresh Water System sold by HUTCHINS & COMPANY.

Occasionally Mr. Hutchins uses an advertisement of a different type, but he does not discard his unique method of driving home his point, as this ad. shows:

THE ONLY WOMAN

who had more water than she could use was Noah's wife, but when the water had subsided she would have bought a Harris-Brockman Fresh Water System if she could have found

HUTCHINS & COMPANY

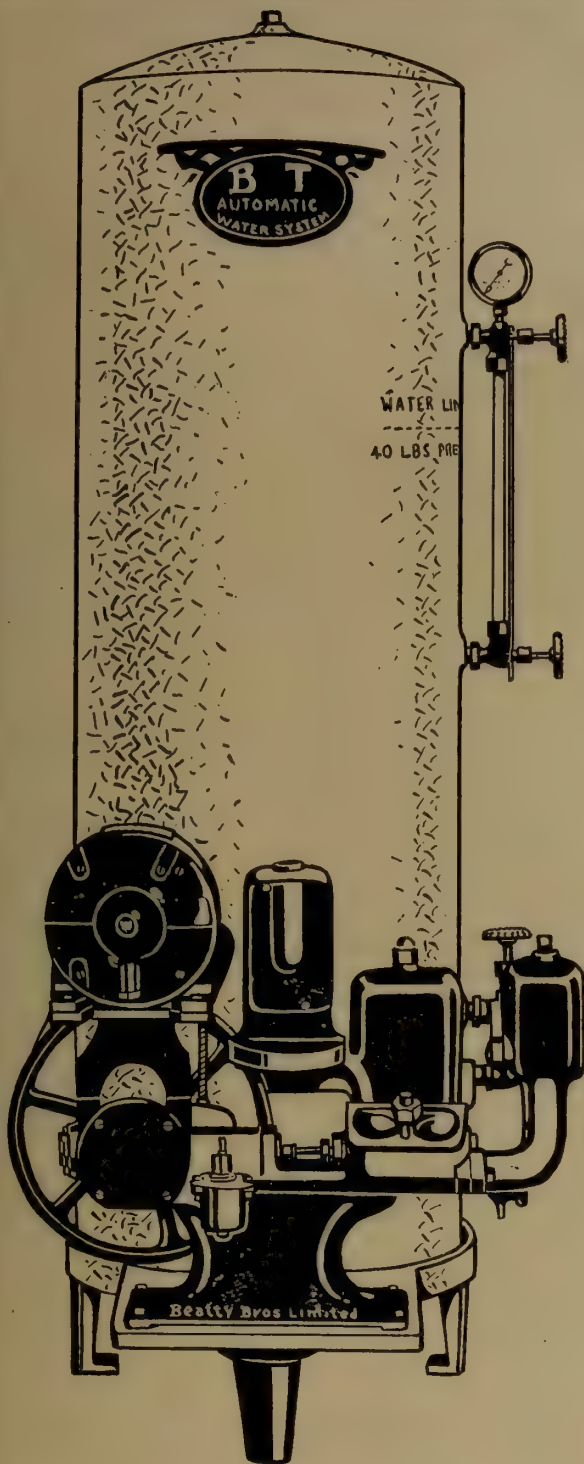
Mr. Hutchins' ads frequently contain the names of prominent farmers who have purchased fresh water systems from him, and that this kind of advertising pays is indicated by the fact that these farmers often tell Mr. Hutchins of other farmers who have inquired of them whether their purchases are giving satisfaction.

Mr. Hutchins has tried various types of newspaper advertising and he has found that the often-despised "want ad" and "lost and found" columns can be made to produce splendid results. One fifty-cent advertisement had sold two fresh water systems for Mr. Hutchins during the past year, and records in Mr. Hutchins' office would undoubtedly show that other ads, equally inexpensive, have brought results almost as good.

"Don't stop advertising just because it costs money. Use ads that cost fifty cents a day. They can be made to sell farm equipment just as well as full-page spreads."

VACATION AND CAMP SUPPLIES WINDOW DISPLAY

Baseball Goods	Kitchen Knives
Fishing Tackle	Hunting Knives
Tennis Goods	Bread Knives
Golf Goods	Butcher Knives
Roller Skates	Par Plate Silverware
Boys' Wagons	Thermos Bottles
Bicycles	Compass
Lawn Swings	Camp Chairs
Boy Scout Axes	Collapsible Cups
Flash Lights	Sanitary Plates
Hammocks	Sanitary Drinking Cups
Hammock Hooks	Flags
Hammock Chains	Croquet Sets
Rope	Boats, Canoes
Cork Screws	Padlocks
Can Openers	Rifles
Lemon Squeezers	Cleaning Rods
Match Safes	Ammunition
Water Bags	Oil
Canteens	Lanterns
Alarm Clocks	Luncheon Sets
Folding Camp Broilers	



Good Profits For Every Dealer

50 years in the manufacturing business enables us to fully appreciate the splendid advantages of the BT Automatic Water System.

Every dealer who handles this line and who energetically goes after the business, will not only realize a good profit, but will also get a quick turnover.

Every dealer who handles BT Automatic Pressure Systems is not left to his own resources; instead we send experienced salesmen to assist him in selling these goods

The market for automatic water systems has hardly been touched. Hundreds of thousands of homes in the town, and in the rural districts, have not got city conveniences.

At a power cost of only two cents a day, the man in the town or the farmer in the country can have his kitchen and bathroom supplied with abundance of fresh running water.

The BT Automatic Water System pumps thousands of gallons of water from either well, cistern or spring, night and day.

Here are some of the outstanding features of this labor-saving, comfort-giving appliance:

It is self-oiling, self-operating, is practically noiseless, and occupies least space. Has automatic switch tested to respond positively over 700,000 times—Motor can be supplied for any type of current.

The BT Water System can also be fitted for use with Gasoline Engine.

We still have a few good openings for dealers who are desirous of co-operating with us in getting a big volume of Automatic Water System business.

Write our nearest branch to-day for full particulars regarding the agency.

Little or no service is required on this simple Automatic Water System

BEATTY BROS. LIMITED

FERGUS, ONT.
LONDON, ONT.
TORONTO, ONT.

WINNIPEG, MAN.
EDMONTON, ALTA.
VANCOUVER, B. C.

MONTREAL, QUE.
ST. JOHN, N. B.
LONDON, ENG.

English Address: 55 Holborn Viaduct, London, Eng., E. C. T

Opportunities for Selling Farm Equipment

Farm Women are Learning the Advantages of Electrical Appliances and Water Service Systems—Put a Salesman Out after This Trade.

LOOKING FOR SALES POSSIBILITIES

Then here are a few, as unearthed by the department of agriculture. We are too apt to think of the farmer as a man who has provided all the necessities for himself and his family, and on top of that the modern conveniences and comforts, just because we see him drive into town in a car instead of behind a pair of horses.

According to the department of agriculture there is room for sales for many years to come. Here are some of the results of the investigations of that department:

Of 9,679 farm women interviewed, 20 per cent have bathtubs in their homes; only 32 per cent have running water.

In 79 per cent of the homes surveyed, kerosene lamps are still used.

The average farm woman has an eight-room house to keep clean.

Only 15 per cent have "power" available for housework. She works on the average of over eleven hours a day, with 87 per cent of those interviewed having no vacation during the year. Added to the housework, 36 per cent help with the milking, 56 per cent take most of the care of the garden, 81 per cent take care of the chickens, 25 per cent help with the livestock, and 24 per cent help in the fields at the harvest time.

There are many opportunities for the hardware man to help emancipate farm women from the heavier duties. Electricity, and all the labor saving devices which follow in its wake, will go far toward that result, and the hardware store benefit from well-doing in selling them.

KEEPING TO ONE LINE

A fault that many hardwaremen make in purchasing is to buy too many different makes of the same kind of goods. It is much easier to sell one line successfully than it is to sell three or four. A short time ago the writer noticed in a small hardware store no less than five different makes of aluminum kitchen utensils. To sell five different makes of utensils requires just that much more effort than it takes to sell one. The dealer will do well to investigate each manufacturer's products and to carry the make that he considers the most profitable to him. The nationally advertised product, will be of course the easiest to sell.

It is impossible to give a convincing sales talk on one make of utensil and then turn around and endeavor to sell another make to another customer.

The dealer may say, well, I must carry the kinds of utensils I am asked for. If it were possible for every dealer there would not be any need for a knowledge of salesmanship, at least in the hardware business: I every dealer would try to stock something of every utensil manufacturer's product this retail business would soon be bankrupt. The idea is to get a good sales talk on one well known product and no matter if customers do ask for other makes endeavor to show them how their particular brand is much superior.

It can be done. There is a West Toronto dealer who started to carry a certain make of automobile headlight lens, after selling it for a while he found that it had some

bad faults, so he took over another make, and although he had some of the first brand in stock, sold the second kind as successfully as he had sold the first. He knew his product.

What the customer asks for should not control your stock as much as what is best for him to have whether he gets the best or not is in the hands of the dealer.

DISPLAY KITCHEN UTENSILS WITH RANGES

When you make a window display of kitchen utensils, take advantage of the fact to introduce a kitchen range.

You will find that a display of kitchen utensils is always more persuasive when it is shown in connection with a kitchen range, for the reason that the latter suggests more distinctly the uses of the utensils.

The introduction of the kitchen range helps you sell the kitchen utensils, and the latter, in turn, exercise influence in drawing attention to the range itself and, therefore, help you in making sales of kitchen ranges.

This is another example of the power of association of ideas in merchandising. That's the way our minds work. We see one thing and it reminds us of something similar.

Give a boy a pound of nails, a hammer, and some pieces of wood, and he will proceed to use his hammer and the wood and the nails to make something—unless he is a boy in name only and a startling exception to the general run of boys.

You can always depend, therefore, upon getting results from association of ideas in window advertising.

Your exhibit of kitchen ranges will be more effective, therefore, if you put in a sufficiency of related commodities to strengthen the suggestiveness of its appeal.

A TIMELY JULY LETTER

The Wisconsin Retail Hardware Association suggests this seasonable letter for the retailer to use to boost oil stove sales:

Dear Sir:

Operating a coal range in the summer is an expensive way of getting the heat needed for cooking.

An oil stove costs but a few cents for fuel, where a coal stove costs dollars. An oil stove does not keep the kitchen part of the house altogether too hot in hot weather, as a coal range does.

An oil stove gives you a maximum heat, just what you want, right away in two or three minutes, while a coal fire requires half an hour to get up the same heat.

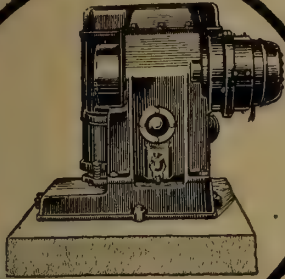
Our line of oil ranges give you a choice of several styles and you can find one that is just adapted to your own kitchen.

Convenient, clean and easy to use, they make the ideal heat for the kitchen. We have them at all prices, from \$ up.

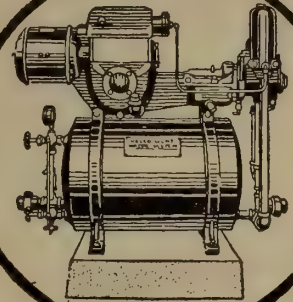
Just come in the first time you are down our way and look them over.

Yours truly,

The Biggest Water-System Proposition Ever Offered



*26 Styles and Sizes
Reasonable Prices
Highest Quality*



THE Delco-Light Company now comes to the plumber and pump dealer with the best electric water-system proposition ever offered.

Delco-Light Electric Pumps are the natural development of our world-wide business in Delco-Light electric lighting and power plants.

They were designed with our experience of what is needed in the individual water system. There is a style and size to meet any condition which may arise—the pitless deep well pump—

the shallow well pump—large and small capacity—A.C. and D.C. service. The Delco-Light Pump Dealer need never lose a sale, because he has the exact style and size for every need.

And the prices are right.

Remember, these pumps are Delco-Light built. They represent years of electrical research and manufacturing experience.

The Delco-Light Distributor has a mighty interesting proposition for the pump dealer or plumbing contractor. Write to your nearest distributor about it.

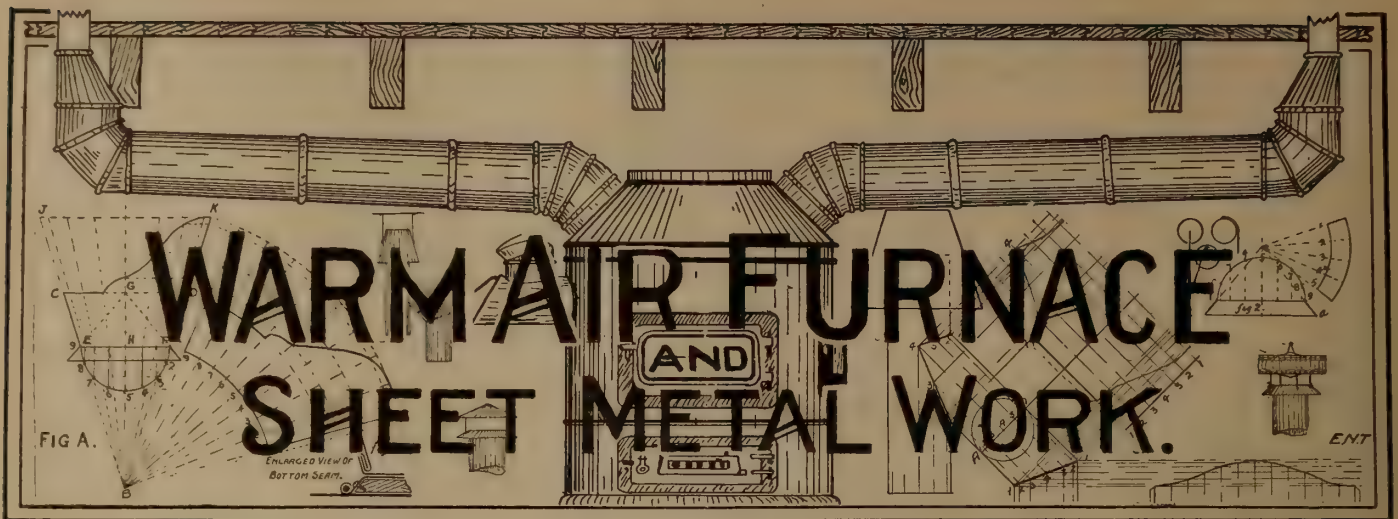
Delco-Light Co. of Canada, Limited
Toronto, Ontario

Electrical Systems Limited
173 King Street East - Toronto, Ontario

DELCO-LIGHT

Water Systems

For Country and City Homes



Plan For Heating Two Story House

Circulating Fan Used with Warm Air Furnace.

In planning this particular heating job, all details and dimensions furnished by architects have been carefully taken into consideration. The furnace has been located almost in the center of the building, and while this does not give a very short smoke travel, still we are of the opinion that with a good chimney this resistance can be easily overcome. By locating the furnace in this manner it was possible for us to get an even distribution of warm air outlets around the casing bonnet. It will be noted that all, with the exception of the pipes leading to the sun parlor and dining porch, are less than fifteen feet in length, thus giving a good rise to all basement leaders.

As it would be almost impossible to assure a positive delivery of warm air to the dining porch and the sun parlor on this job by a gravity system, we have specified the installation of a Number 36 Sirocco Circulator in connection with this heating system. This circulator will not only be a benefit in delivering a positive supply of warm air to the two rooms mentioned, but will also be of great value in speeding up the circulation throughout the house during cold morning periods when especially needed, and by operating this blower for a period of about an hour

two or three times a day, we believe it will be possible to keep the temperature of this building to 70 degrees in any weather.

The pipe sizes have been calculated under gravity conditions in order that when the fan is not in use the system will continue to operate as a straight gravity system.

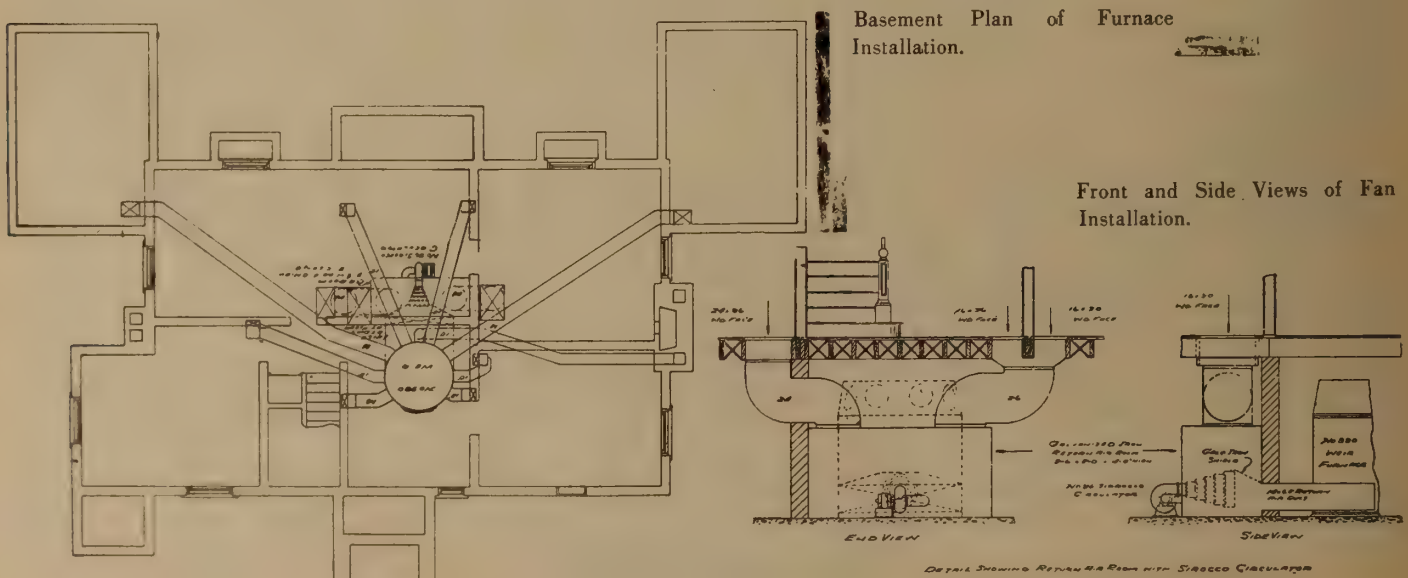
The furnace specified on this job is guaranteed to deliver 1080 square inches of warm air area, and therefore it can readily be seen that the furnace will not need to be forced, which, if done undoubtedly shortens the life of any furnace. The registers and return air faces specified on this job are also guaranteed to deliver and carry away more than the area of pipes leading to them.

It will be noted that the total warm air area delivered exceeds that required, in accordance with the Standard Code. It will also be noted that the return air area is also in excess of the warm air delivered.

When the fan is operating, these conditions will change accordingly.

The following schedule gives the exposure, pipe sizes required and pipe sizes, delivered:

Total returning air required, 957.
Total returning air delivered, 983.
Total warm air required, 943.
Total warm air delivered, 957.



Lead The Heating Trade With This Splendid Furnace Line

**HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace**

A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that is most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a *quality* manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.



The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can *increase* your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars. The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven. The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust. The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room. The Individual Grate Bars made it easier to shake down.

The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product. Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

— ALSO MANUFACTURERS OF —
"JEWEL" Coal and Gas Ranges, Stoves and Heaters, Furnaces and Registers.

CLARE BROS. & CO., Limited

Preston - Ontario

Winnipeg

Saskatoon

Calgary

Edmonton

Vancouver



EXPOSURES

	Glass	Wall Surface	Cubical Contents	Warm Area Required	Warm Air Area Delivered.
Living Room	75	377	3510	160	226
Sun Parlor	135	293	1512	163	154
Dining Porch	109	293	1512	146	154
Hall 1st Floor	62	118	2340	88	
Hall 2nd Floor	22	63	1530	31	154
Bedroom	30	157	1020	43	
Kitchen	30	105	1323	54	
Dining Room	45	153	1620	76	113
Bedroom	28	151	1530	47	
Bath Room	10	75	680	21	78
Bedroom	28	176	2040	55	
Sleeping Porch	70	100	842	59	78

Store Inspects Furnace Heating Jobs

Progressive Policy of Ernst Store—Guarantees Retail Prices and Maintains Inspector to Look Over Furnace Installations.

Every article for sale by the Ernst Hardware Co. carries this guarantee of the retail price. Big cards proclaim the slogan in every one of the brilliant show windows. Over the aisles other large cards swing with the same message. In the newspaper advertising, on the business cards of the executives and salesmen, prominently identified with the name and mention of the store everywhere is this broad statement of policy.

Bold? Yes, indeed. Difficult? It would seem so at first. Practicable? Absolutely, according to the experience of the institution.

To secure the full confidence of the present careful-buying public that a fine store and a large store is not therefore a high-priced store, this creed was adopted the first of the year. It was by no means a price-cutting or lone-hand policy, as inaugurated, but only a guarantee to the public and to the trade that the company was on the job. Living up to such a sales policy is no easy task. Prices have to

Plan of First Floor, showing location of Warm Air Outlets.

The pipe areas in this installation were figured by the Meyer Furnace Company in accordance with the Standard Code regulating the Installation of Warm Air Furnaces in Residences published in June issue of "Hardware."

be watched very carefully, and the management must be at all times posted right up to the minute on the local market and what other merchants are doing. Such should be the case with every merchant these days. The Ernst policy is a spur and incentive to such full information.

As to the thoroughness of the company's adherence to the policy, and its workability, witness the actual results. In January and February, this year, the first two months of operation of the creed, out of 41,317 sales, there were only two come-backs on the guarantee.

Furnace Inspections Develop Prospects

Just as an example of the supplementary business-getting plans of the company, they have just completed an inspection tour of their pipeless furnace installations during the past year. A very high type of salesman is the inspector, in this case, with a super-sensitive nose for business.

As he approaches a house he notices the paint, the garage hardware, the front door hardware and any other outside possibilities, making mental reservations. He rings the front door bell, introduces himself and explains his mission. Without exception he is invited in, to go down to see the furnace, passing through the rooms and usually the kitchen on his way. Here he watches the condition of the floors, walls, hardware and as to fixtures, electrical outlets, range, washing machine and plumbing.

Looking at the furnace and questioning the owner, he makes any suggestions as to firing and finds any complaints. The company cleans all furnaces at a nominal cost each spring, and orders for this service are frequently booked. By this time the salesman has won the confidence of the owner, and can get other prospects for equally satisfactory furnaces. Suggestions lead to inquiries regarding other merchandise in the house, and often good substantial sales are made for the store, and one move leads to another.

GIVE 'EM MORE ROPE

Did you ever hear of a traveling mail box? Neither did we until recently some retail friend told us that nearly every farmer should have one—if he cares enough for his wife or daughter to wish to save them work and danger from exposure in bad weather. This new device, which really is making a hit where introduced—and incidentally making a lot of money for the dealer who pushes it—is made by running a pulley line from house to mail box post, and hitching the mail box to the rope. In most cases this means the sale of from 100 to 200 feet of one-fourth inch in diameter Manila rope.

If you can get it elsewhere for less—return it—we'll buy it back at full price.

BANNER FURNACES

Pipe and Pipeless

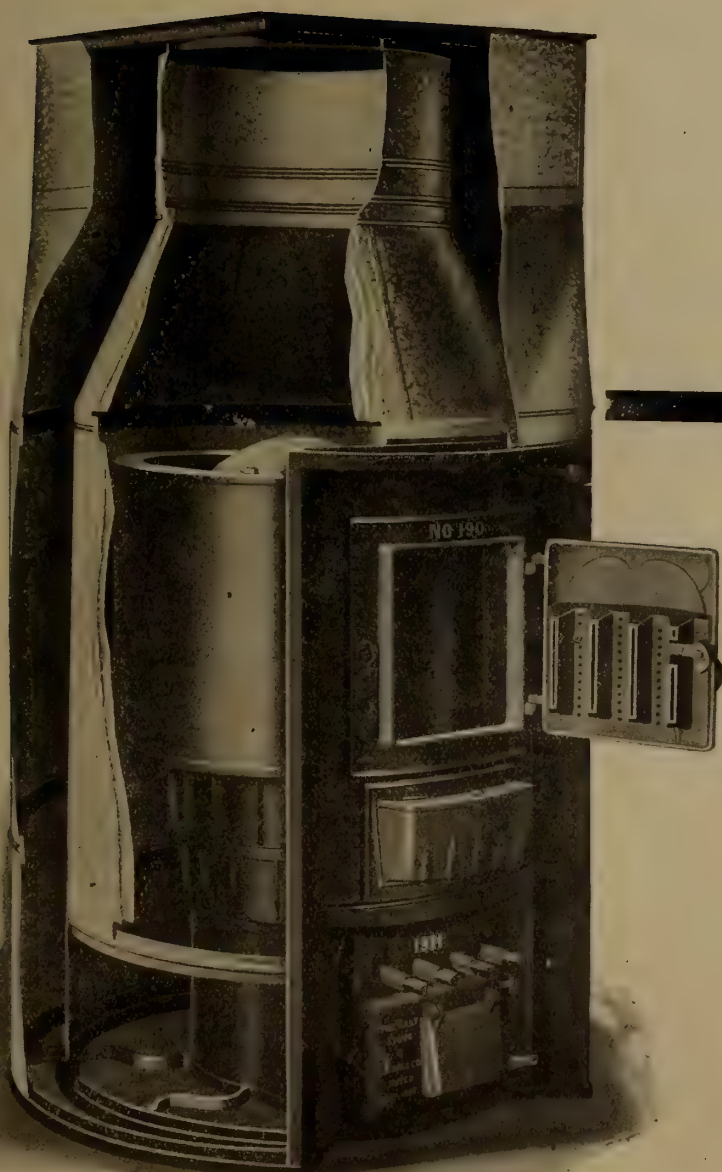
Banner Furnaces have proved by performance that they give more heat for less fuel and this is one of the reasons of their universal popularity. They have many special features too not found in other warm air furnaces. The Banner line will prove a sure profit maker for you.

Write for further particulars as to terms, prices, etc.

Galt Stove & Furnace Co., Limited
GALT, ONTARIO

Representative for Quebec:

R. LAPIERRE,
244 St. Paul Street West,
MONTREAL, QUE.



The
BANNER
Pipeless Furnace

Make the
Banner your
feature line

Unusual Plans For Building Store Trade

What Does Your Store Do That's Different—Hardware Dealers, Clerks or Salesmen
Will be Paid from One to Ten Dollars for Every Idea Accepted.

MAKING HANDBILLS PULL BUSINESS

By John T. Bartlett

A residential district retailer who has used handbills successfully for eight years gives some good hints. His clean-cut advice well illustrates how any advertising method can be reduced to a businesslike system, and paying results consistently secured. This man has built a flourishing little business with no other advertising than handbills.

"1. Have at least one special offering, the price stated, on your handbill. If it is a small bill, this will be enough for definite prices. It must, though, be a big bargain, and an article there is general demand for. List on the bill, additionally, other lines you handle.

"2. Distribute the bills as close to the date of the special price as possible—the day before, or the day the price begins.

"3. I find that the best distributor is an old man. Get several if you have to. These put the bills just where you want them—in the mail box. Boys waste a great many. I always use old men.

"4. Don't try to distribute too many bills. Find the area in which you normally draw patronage—so many blocks up the street, so many down, so many on either side—and advertise within this. In the case of a big sale, it will pay to go outside this territory; ordinarily it won't.

"5. If the handbills pull, you will begin to see new faces within a few hours, with the number increasing until the peak is reached the third day. Then the number tapers. Most of the people who call, attracted by your bargain, will not come again immediately. A few will stay with you as permanent customers. The few are what you are after. They are really what you are buying. So the final test of your handbills is how many of those who come stick. If very, very few do, study your service and find ways to improve it. Then the percentage of "sticks" will increase.

"6. I use white handbills entirely. Dealing with certain races, some bright color might be preferable. I deal with high-type Americans and find white the best."

Here you have handbill advertising science in a nutshell. Handbills work well for the neighborhood and other small store for which perhaps there is no feasible newspaper advertising, owing to the small territory the store draws from.

ORCHESTRA DRAWS CROWD

It is a long way from selling hats to selling hardware but often the man who sells hardware can get ideas from the hat store or vice versa. A fur store in Toronto, that sells a large number of cheap hats during the summer adapted quite a novel idea, recently, to attract the crowd. Their display windows are unusually large and these they filled with men's straw hats. Between the two entrance doors in a smaller window, was a jazz orchestra hired for the afternoon and evening. The novelty and the desire to hear good music held a crowd around their windows all one Saturday afternoon and evening. The crowd inside the store was quite in keeping with the crowd on the street

and the clerks were kept so busy that they were scarcely able to cope with the demand.

Hardwaremen may be able to use this idea in their business sometime, to get rid of a stock of kitchen utensils or other goods which can be featured in a special sale.

SYSTEM FOR FOLLOWING UP SALES

When a customer goes into the Edwards & Chamberlain Hardware Co.'s store at Kalamazoo, Mich., and casually remarks that he is thinking of painting his house in the near future, the nearest salesman secures his name and address immediately. This is entered on a prospect card and sent up to the office.

That prospect is at once made the target of a mail campaign, consisting of from three to five letters, telling him why he should buy his paint from that store. In addition, his name is sent to the paint manufacturer, who also sends him several letters and circulars.

Several customers have said afterwards, "We are not going to buy our paint right now, but when we do we're certainly going to patronize the store that thinks enough of our business to go after it."

LAWN GOODS IN WINDOW

The Bond Hardware Co., Guelph, devoted a large window to lawn goods, using rolls of wire fencing and poultry netting as a background and smaller lawn fencing in the centre. Surrounding this were wheelbarrows and garden tools such as hoes, rakes, spades, manure forks, lawn mowers, hose reels, lawn hose, lawn sprinklers. Smaller articles such as trowels, lawn shears, sprayers and lawn sprinklers were arranged on the floor in the foreground.

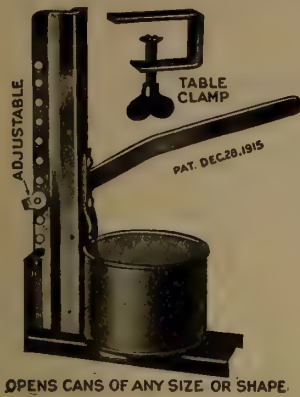
GIVES SOUVENIRS TO WOMEN

For some time past, the Kimball (Minn.) Hardware Co. has been sending out souvenirs to its farmer prospects, but records did not show any tangible results. Two years ago the company changed its plan of distributing them, and made the farmers not only ask for the souvenirs, but give them some real information at the same time.

A card was sent out to the list, at the top of which was announced that the store had a nice souvenir for the lady of the house, which would be sent to them if they would check off on the list below the articles in which they would be interested during the coming season.

The list included practically everything handled by the store, being condensed into about 30 items. A surprising number of the cards were returned, the aggregate indicating several thousands of dollars worth of prospective business.

This plan, according to the American Paint & Oil Dealer, is now worked every season. Besides creating good will and putting the store on exceedingly friendly terms with the farmers. It enables them to carry a stock of just what their customers are going to buy.



OPENS CANS OF ANY SIZE OR SHAPE



Ladd Egg Beater Philosophy

THE MERCHANT'S PROFITS: These must be fair,—and fairly liberal lest there be no merchants. Is there any profit in selling fifteen cent EGG BEATERS? NOT A BIT, when you consider time, wrapping, and frequently delivery. Do his customers expect him to work for nothing? NOT AT ALL. They know he would not be there to SERVE them unless to his profit always. LADD BEATERS are not in the knick-knack class,—they are high class merchandise thoroughly well made, properly constructed, upon which a SUIT-

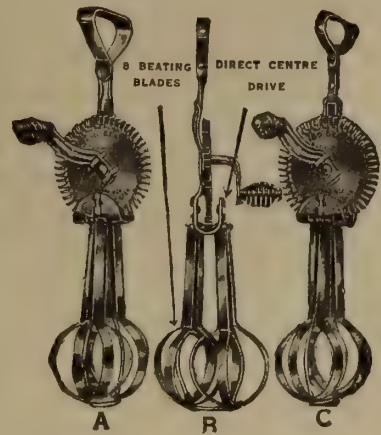
ABLE PROFIT CAN BE HAD. As to the USER'S SATISFACTION; a mechanical device of any kind to give SERVICE must cost more than a few cents. Women want LADD'S for SATISFACTION, and are willing to pay for them to get it.

Ladd
Mixer-Churns

LADD BEATERS—4 Sizes

are in most stores. Most jobbers sell them. Write us if not found but DON'T GET OUT OF STOCK.

Order immediately—JOBBERs the world over and US.

Saturn Clothes-
Line Reels

UNITED ROYALTIES CORPORATION, 1133 Broadway, New York

Canadian Sales Representatives:— G. S. WHITAKER & CO., 8 Colborne Street, Toronto

**Better
Business
Is Here**



LIGHTNING



GEM



BLIZZARD

**You'll
Sell
More**

You'll Sell More Freezers

The demand for Freezers now is several hundred per cent greater than this time last season, and orders continue strong. There is every indication of a big season for all of us. Don't get caught, order now, to put you in shape to catch the sales the moment your customers are in humor to buy.

Our Freezers need no introduction. They sell on a reputation established by more than thirty years of high class service, and they stay sold. This means easy, permanent profits. We furnish attractive advertising matter free for the asking. Just say the word.

Better get busy with your jobber. We are all ready to serve you—Let's go.

North Bros. Manufacturing Co.

PHILADELPHIA, PA., U.S.A.

ADCOCK & CO. Limited Canadian Representatives Coristine Building, MONTREAL

A WIFE-SAVING STATION

The C. E. Culver Hardware Co. recently achieved the record of five sales and twenty-four prospective sales of electrical washing machines within two days, as a direct result of a window display.

The floor of the window was arranged to represent the appearance of a beach covered with sand, drift, and rocks. In the rear of the window and to the left, as the observer faced the display stood a beaver board lighthouse four feet high with a base two feet square. The sides of the house slanted in towards the top, allowing room on the top of the lighthouse for an eighteen inch square platform. On this platform was placed a sixty watt electric light with a white bulb which flashed on and off alternately at night.

This lighthouse, which was realistically decorated, bore a sign which was the keynote of the success of the window as a selling agent. The sign read:

"Wife-saving Station"

From the lighthouse, the attention was drawn into an electric washing machine standing in a corner of the window, partly filled with soap suds and water and running as a demonstration of its efficiency and labor-saving qualities. It was a clever hot weather display, staged at a time when the labor of washing by hand seems most arduous.

The suggestion of course was that by means of the electric washing machine the housewife escaped long weary hours of drudgery in the house and was enabled to take a trip to the beach during the hot weather. The catch in the display was in the substitution of the word "wife" for the usual "life."

TIME FOR WASH DAY MEALS

Wash day in many homes is a night-mare to husbands, who are often served meals of the make-shift variety. Moodie and Jorry, Barrie, Ont., played up this argument in a window display with great effect by wheeling an electrical washing machine to the approach of their store. The machine was kept in constant operation, while very convincing show cards were employed in conjunction with the same. The best example of these was illustrated by a picture of the interior of a room, in which a family was shown at dinner. The picture cost nothing to produce, as it had been clipped from a popular woman's magazine. The caption on the card announced:

"Lots of time for work-day meals when you have this time saver."

ALARM CLOCKS ANNOUNCE SALES

A novel sales method was recently put into effect by a Pennsylvania store, being pulled off on a sales day.

A number of good alarm clocks were taken from stock, and set in different parts of the store at various hours of the day, between 9 a.m., when the store opened, and 6 o'clock when it closed. Every hour there were some of the alarm clocks set to go off. Good newspaper space was used to announce that whoever happened to be nearest a clock when it rang the alarm, would become the owner of that timepiece.

Another stunt was pulled off. It was announced a present would be given to the first 100 women and men in front of the store at the opening time. When the one-day sale was held, the crowd in front of the store was so large that the street was blocked, and the presentation of the 100 useful articles to the first 100 people proved rather difficult to handle. Inside the store, the people busied themselves looking at goods, and were naturally "killing time" in the hope that they would be near a clock when it rang.

The event kept some customers in the store all day, and gave the firm a splendid chance to move out a big quantity of stock, and to get into touch with customers who will be listed as prospects, and with whom the firm will keep in touch in the months to come.

DISPLAY OF ELECTRIC FANS

Miller, Powell & Watson, Peterboro, had a window display that quickly attracted the attention of passersby. The display consisted of about a dozen electric fans in the centre of which was placed a kewpie doll dressed in wedding togs. A fan placed directly behind the doll kept streamers of white ribbon in motion, and these seem to catch the eye as one passes by.

SELL SILVERWARE FOR WEDDING GIFTS

McClennan Hardware, Peterboro, recently had a very attractive display of silverware. An entire window was devoted to the display with good results. The window really appeared to be one of a Jewelry establishment instead of a Hardware dealer. If hardware dealers would feature one class of goods at a time and give a little thought to each display they would create a better impression on the passerby.

DISPLAY OF ANGLERS' REQUIREMENTS

The Kingan Hardware Company, Ltd., Peterboro, recently featured a window display of angler's requirements. For a background a number of evergreen trees were arranged and among the fishing tackle, fishing rods, thermos outfits, etc., small evergreen branches were strewn. In the centre of display was a tank of water presenting the appearance of a fishing pool.

TOY DEPARTMENT UPSTAIRS

W. S. Sterne, Brantford, has a silent salesman in which cutlery is displayed placed a few feet within the store entrance. Customers cannot help but view the display on entering. The chinaware and toy department is located upstairs.

SILVERWARE AND CUT GLASS

J. G. Steele and Company, London, have two showcases that are continually devoted to display of silverware and cut glass.

AUTO ACCESSORIES DISPLAY

Geo. A. McMurtry Co., St. Thomas, had a recent window display devoted to tires and automobile accessories. A pyramid of shelving displayed the various accessories and devices so that they could be viewed easily by onlookers. Their other window contained electric fans and refrigerators.

FEATURING SILVERWARE

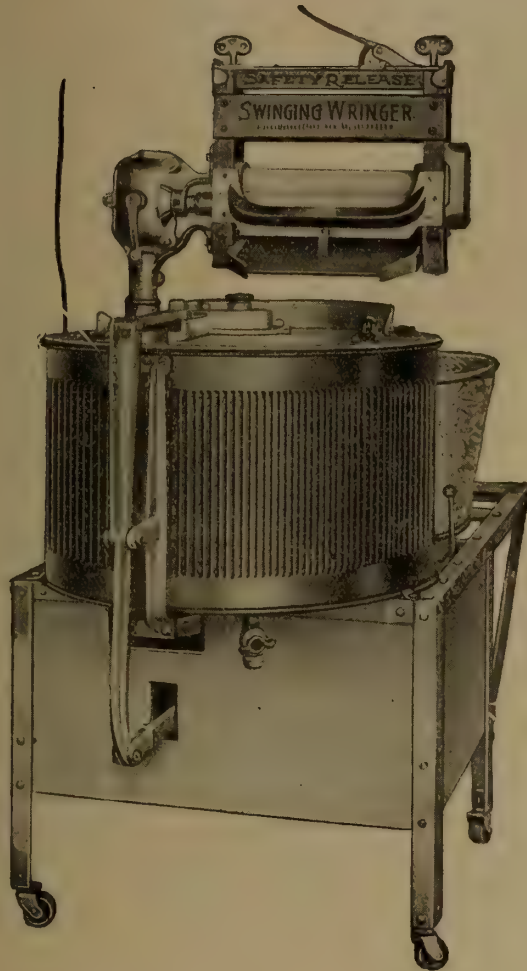
Kearn's Hardware, Woodstock, had a window featuring silverware. Lawn furniture, camp supplies and hammocks were displayed in the other window.

VARIETY OF DISPLAYS

The Bond Hardware Co. Ltd., Guelph, who have several display windows, recently featured refrigerators, fireless cookers, scooters, coasters, bicycles and automobiles. A plush background showed a display of silverware to advantage.

CONNOR

Washing Machines



Who sells the new Connor copper tub electric model 4C in your town? If no one controls the sale of this famous washing machine in your territory by all means get it yourself—before someone else does. This new model has many exclusive selling features that make an instant appeal.

Does a minimum of 40% profit interest you? Let us show you how that and more is possible by selling the Connor Electric Model 4.

We also manufacture other types of electric, water and hand power machines.

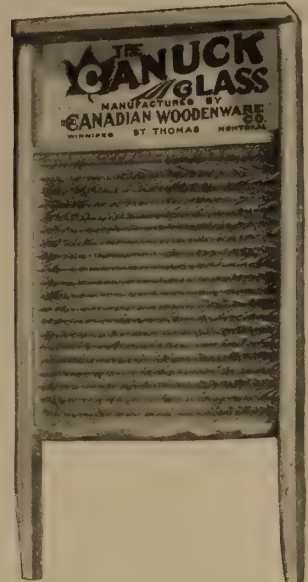
J. H. CONNOR & SON
LIMITED
OTTAWA :: ONTARIO
311 Chambers St., Winnipeg, Manitoba

**We Lead because
We Specialize**

**BEST
QUALITY
WASHBOARDS**

Insist upon your wholesaler supplying the following leading brands of washboards.

CANUCK	GLOBE
ENAMEL QUEEN	
COMPETITOR GLOBE	
SOLID GLOBE	
SURPRISE	ECONOMY
BRONZE BEAUTY	
PEARL	VICTOR



When you sell a washboard with any of the above trademarks on you may be assured that your customers will be satisfied from the service received. An attractive illustrated folder mailed on request. Check over your stock and reorder to-day.

The Canadian Woodenware Co.

St. Thomas

Ontario

WINNIPEG

Branches of Supply:

MONTREAL



KEWANEE

COAL SHUTES AND COAL DOORS

**All Steel
No Castings**

Shield rises automatically to protect the wall above and door forms a hopper.

Dealers now selling KEWANEE Coal Shutes and Coal Doors are receiving many repeat orders.

Write for literature and dealers prices.



Cast Stone Block & Machine Co., Limited
1436 Howard Ave. Windsor, Ont.
In United States: Kewanee Manufacturing Co., Kewanee, Ill.

Many Methods of Selling Paint

Painting the Store Front and the Window Display
are Important—Ideas from Toronto Stores.

Written for 'Hardware' by D. G. MACINNES

A good method for keeping the dealers name before the customer is used by the Danforth Hardware Co. Toronto. On the label of every can of paint and varnish they sell they have had printed their name and address, so that when a customer looks at the label, in case that he requires more, he immediately sees before him the name of the store at which he purchased the original can. As they carry quality paint this idea in the majority of cases brings in subsequent sales. There is no doubt in their minds as to the success of this form of advertising. They have found it to be more successful than direct mail advertising, as in their case this method has not proved to be entirely satisfactory.

A similar scheme is carried out by Hewitson Hardware, Yonge Street, Toronto. Instead of having their name and address printed on the cans they have had installed the paper stickers for parcelling and on every can of paint that is sold they attach one of the stickers on which is printed their name and address. Although these stickers were originally bought for use in parcelling they have found them to be so valuable for advertising on the paint that they use them almost exclusively for that purpose. The results from the Clean Up and Paint Up stickers have been found to be very satisfactory.

They have been featuring a very good paint window that has attracted a good bit of attention. Their idea was to portray a typical farmyard and to show the various uses to which paint can be put on barns, etc. The floor of the window was covered with a thin layer of earth, that on one side of the barn was burrowed to represent a plowed field. This was made more realistic by placing in one of the furrows a small toy plow. At each side of the display were branches to imitate trees and from the branches were hung various sized paint brushes. In the background was the barn. It was decorated with three kinds of paint—an outside barn paint on the walls a shingle stain on the roof and the ventilators were painted with a special paint for that type of work. Small tags attached gave the number of the paint that was used for each particular purpose. In the foreground were placed several open tins of paint. This showed the colour range and the quality of the paint. This means of showing paint in actual use is a good one and they have found it to be quite successful in their own case.

While advertising paint and advising their customers to clean up and paint up, hardware dealers cannot make a mistake by following some of their own good advice. A man will readily believe another man who practices what he preaches whereas he is not going to have a great deal of faith in him if he doesn't. It is going to be a hard proposition to try to influence someone else to buy paint to clean and brighten up their premises if the store itself is badly in need of a cleaning or of a coat of paint. Staples Hardware, Toronto have demonstrated with their store, the truth in this. When the campaign got under way his spring they decided that it would pay them to brighten up their own premises. The whole front of the store was given a coat or two of light colored paint. The effect was miraculous. It gave the store a much brighter and cleaner looking exterior. It is surprising the suggestiveness that an idea such as this will carry.

Another idea used by the store is that of keeping the paint out in plain view. The paint shelves are just inside the

door to the store, so that as well as seeing the window display of paint the passers by can see the paint through the doorway. In their case it adds to the power of the suggestiveness, but on the other hand other dealers have found that it pays them to have the department near the back of the store so that when a customer goes in to the store for paint, as he goes back to that department he will see other lines for which he may have some need. A paint department just inside the door and an open door may influence sales that a selected location would not get. A passerby who is in a hurry would naturally patronize a store such as that, but it is not possible to place all of the lines carried by a hardware store, near the door. A dealer who depends on paint for a good volume of his sales should arrange his stock in this manner.

To stock nothing but the best quality paint has never hurt the paint business of any hardware dealer, even if rival stores do carry paint that sells for a low price per gallon. It may mean the temporary loss of a customer, but once he has been fooled by poor paint he knows better than to buy any but quality paint. The Russell Hardware Co., Toronto, have proved this to their satisfaction. They found that they have lost many of their customers for the time being, as they went where they could buy paint that was on at reduced prices, but that the next season they came back to get their goods from him, although some complained about the prices, they have proved for themselves the foolishness in buying cheap paint. The departmental stores that do carry a cheap line of paint also have in stock the best paint at a price that is no lower than that charged by the small dealers. The writer tested this out recently by going around to some of these stores and getting their price on marine enamel. In only one case was the price on this enamel found to be less at the departmental stores than at the small dealers and on closer investigation it was found that the paint that was sold for a smaller price was of an inferior quality to the other although they carried the best quality article in stock.

In their paint department, Laird Hardware, Toronto, have proved the value of direct mail advertising. Early in the year before most householders begin to think of spring housecleaning they mailed a paint letter to all of their customers. This was followed after intervals of two or three weeks by a second, a third, fourth and fifth letter. This brings them right up to the end of the housecleaning season. The result is that by the time that good weather comes and furnaces cease to distribute soft coal soot, the householders have absorbed at least a little of the paint information. The letters coming so frequently impresses them more than if one only, were sent out. This hardware company relies to a big extent on this form of advertising for the successful paint department that they have built up.

The sale of a tin of paint can easily lead to the sale of other articles. Few hardware dealers take advantage of these other sales to a customer once he has got what he has asked for. The most used expression is, "Will that be all?" which calls for the easiest answer "Yes". Unless the customer is in actual need of some other article or articles he will avoid having any differences with the clerk and agree with him to the effect that it will be all. How much better it is to say "Will there be anything else" or to suggest another article that has some bearing on the article that the customer has purchased. As was said before paint is no exception to this rule. G. W. Wallace Parliament Street, Toronto, when he sells a tin of paint asks the customer if he has a brush. This jogs the memory of the customer who may remember that he does require a new brush and Mr. Wallace will get the sale.



MEAKINS BASKETS

Hardware Dealers should now be booking orders for Meakins Baskets. How are your stocks? — better look them over and order at once.



Willow Clothes Baskets

Meakins Willow Clothes Baskets are made of strong, clean willow. Five sizes are made.

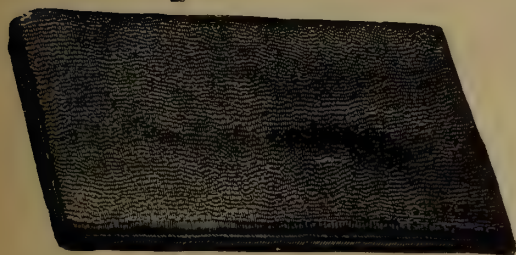


Apple Pickers Baskets

Made from selected hickory. Well liked by apple sorters. Keep these baskets on display, they are good sellers.

Cocoa Door Mats

Imported from India where they are made in our own factory. Made in medium, heavy, extra heavy and empire qualities.



Willow Root Baskets

These unpeeled willow root baskets are sturdily built, reinforced bottoms adding greatly to their strength. You customers can be assured of their long and faithful service.

QUOTATIONS FURNISHED ON REQUEST
Our nearest warehouse at your service.

MEAKINS & SONS, LIMITED

HAMILTON
ONTARIO

Warehouses: Montreal, Toronto, London, Winnipeg, Calgary, Vancouver, Liverpool, (Eng.)

Hardware And Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

ENTERPRISE FURNACES AND GAS STOVES

The Enterprise Foundry Co., Limited, Sackville, N. B., have recently added several new lines of furnaces and a line of gas stoves. They also announce that they make furnaces now of all cast iron construction and in three different series as follows:

600 series all cast, made in both the Pipe and Pipeless style and in several sizes, low in price, burns coal or wood.

700 series all cast, made in both Pipe and Pipeless style and in several sizes, burns coal or wood. Is a furnace that possesses every refinement, yet sold at a moderate price.

800 series all cast wood furnace, made in both the Pipe and Pipeless styles and in several sizes, burns long wood from 3 ft. up. This is the latest thing in a wood furnace and embodies many decidedly attractive and useful features.

As a matter of fact we still make a few lines of furnaces with steel radiators to fill certain requirements *but do not recommend them*. The vast majority of our sales, and our efforts are all directed to selling the All Cast lines, as we believe an All Cast furnace is the only proper heating system.

We might incidentally add that we are the only makers in Canada who can offer a complete assortment of ALL CAST IRON furnaces for all purposes and at all prices.

In the gas stove line they manufacture a complete assortment, including cabinet stoves, four burner and three burner stoves, etc. These are supplied in the regular nickel and japan finish, or in the completely enameled finish. The outstanding features of Enterprise gas stoves are the Cast Iron concealed manifold, adjustable broiler, new style burner and new style top grids.

FLEXO LAMP GUARDS

Two new lines of lamp guards have been placed on the market by The Flexible Steel Lacing Company, Chicago. The guards are enlarged at the top to accommodate mill type as well as straight side lamps from 10 to 50 watt and may be used on any style socket up to one and one-half inch diameter. The two types are catalogued as No. 220 (plain guard), No. 420R (reflector guard).

RAMSAY'S PINNACLE WHITE

A. Ramsay & Son Co., Montreal, are introducing "Pinnacle White," a metallic oxide pigment they claim to be an improvement over pure white lead.

TOOL CHESTS

A 16 page pocket catalogue describing the American line of Tool Chests has been issued by American Chest Company, Waukesha, Wis. A feature of American Tool Chests is the corner construction, known as a double lock joint. It is said to be impossible for the joint to pull out.

HANDILITE

The "Handilite" Inexhaustible Flash Lamp is a small and neat device as easy to hold and operate as an ordinary flash lamp in which the source of electrical energy is a dry battery or accumulator; but with the added feature that it is inexhaustible, it is not necessary to replace worn-out batteries. The source of electrical energy is a small dynamo machine, with permanent magnets completely enclosed in a well finished and serviceable case and operated through a train of strong gear wheels by a conveniently shaped lever pivoted to the case. Care has been taken to design the grip lever so that it can be operated by anybody. It is the only lamp of its type manufactured in the British Empire. Speilman Agencies Reg'd, 45 St. Alexander St., Montreal, are sole distributors for Canada.

RADIANT FLOOR WAXER-POLISHER

The Radiant Floor Waxer-Polisher Co., 215 Victoria St., Toronto, are manufacturing and distributing the Radiant Floor-Waxer-Polisher. The machine operates

automatically on the reciprocating principle (without power) as it runs on its own wheels. It is efficient and durable for waxing and polishing hardwood floors and linoleum. The Radiant has two waxers on one side and on the other are two brushes for the polishing. The waxers are detachable for the purpose of refilling.

JENKINS NEW VALVES

Jenkins Bros., Montreal, are introducing two new styles in hot water radiator and steam radiator valves. No. 491 steam radiator valve is described as follows: Spindle made of best grade Managanese bronze, accurately machined to limit gauges. Stuffing-box can be repacked while valve is under pressure and wide open. No. 494 hot water radiator valve has stuffing-box of ample dimensions and packed with special rubber rings of such durability that they will not require renewal for several years.

LUNCHEONETTE OUTFIT

A practical and complete outdoor dining outfit is being marketed by the Wilder Manufacturing Co., Inc., Brooklyn, N. Y. The Luncheonette is designed to meet all the severe requirements of motor travel and camping.

The Luncheonette complete consists of outer case made of three-ply bass wood, covered with black enamel duck, steel collapsible table finished in black enamel. Large metal food container, holding enough food for two meals for six people; small metal container with utensil holder, and six each of knives, forks, spoons, cups and plates, also spare for two one-quart vacuum bottles, six collapsible chairs. Device for fastening outfit on running board. Size table 22½ in. wide, 44½ in. long and 27 in. high. Outfit closed 9 in. wide, 24 in. long and 21½ in. high.

STRAIGHTLINE ENDLESS FAN BELTS

Realizing that different automotive engines require fan belts designed and constructed to meet their particular operating conditions, The Rossendale-Reddaway Belting and Hose Company, Newark, N.J., has perfected the Straightline Endless Fan Belt.

Straightline Endless Fan Belts, the first to be sold as a packaged product, come packed in individual silicated boxes. Nine of these individual boxes and one loose belt, banded for convenience in displaying, are furnished in a special counter carton.

The general sales office of the company is in the Woolworth Building, New York City.



Handilite
Flash Lamp

Radiant
Floor Waxer

HERCULES SASH CORD

Made in Canada and
used with complete
satisfaction through-
out the Dominion for
over twenty - five
years. - - -

Two Necessities in Every Garage

Prevent Accidents with a

PHENIX GARAGE DOOR HOLDER

Keeps doors from slamming. Easily turned up or down by hand or foot. Automatically locks itself. Equally effective on any solid floor construction, level or pitched. No broken headlights and bent up fenders.

No "Come back" to fear.



Holder No. 52

GARAGE DOOR BOLT

Specially designed and made for Garages, Factories, Warehouses and Fire Doors.

One turn of the handle locks and unlocks top and bottom Bolt.

Withstands the severest service the year round.

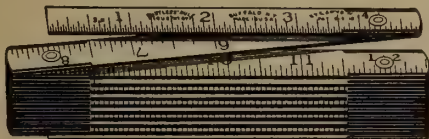
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Phenix Mfg. Co.

030 Centre Street
MILWAUKEE, WIS.

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as dur-

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

5 Lafayette Avenue

Buffalo, N.Y., U.S.A



PFLUEGERS'
Fishing Tackle
Best by Test Since 1864

THERE is a piece of Pflueger Tackle for every kind of fishing from the game fish of the fresh water lakes and streams to the leaping Tarpon of the briny deep.

A Variety of over 5000 Articles: Reels, Hooks, Baits, Spoons and Spinners, Snelled Hooks, Leaders, Cuttyhunk Lines, Silk Lines, Furnished Lines, Wooden Minnows, Rods, Flies, Floats, Sinkers, Etc., Etc.

Pflueger Tackle is guaranteed without time limit against defects in Workmanship or materials.

THE ENTERPRISE MFG. CO.

"The PFLUEGERS"

Largest and Oldest Tackle Makers in the United States

AKRON, OHIO, U.S.



DEALERS

Ask for our No. 37 illustrated catalog, 400 pages of interesting information.

On the Ocean Front

Fireproof

The Breakers ATLANTIC CITY, N. J.



AMERICAN and EUROPEAN PLANS NEW HYDRIATIC BATHS

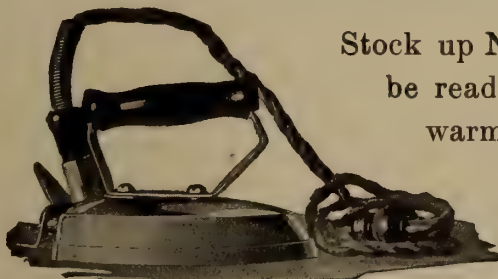
The finest season to enjoy all that Atlantic City offers in one of the finest hotels in the world, where service, food and comfort are unexcelled.

New Golf Club Privileges

Fireproof Garage

JOEL HILLMAN, President

BETSEY BROWN ELECTRIC IRON "The Iron that Gives Satisfaction"



Stock up NOW and
be ready for the
warm weather
demand.

BURLINGTON ELECTRIC COMPANY
BURLINGTON - ONTARIO

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Bulwark—H. D. Thomson, hardware, is contemplating selling out.

Cold Lake—C. Bordreau, hardware commenced.

Rimbey—J. Beatty, hardware recommending.

MANITOBA

Beausejour—Huntley & Drysdale, hardware fire loss.

Emerson—Whitman & Co., loss by fire.

Kenton—Chas. A. Bell, tinsmith commenced.

Winnipeg—McMannus & Howard, oils, loss by fire.

Treherne—J. T. Straube, hardware succeeded by Box Bros. Ltd.

NEW BRUNSWICK

Fredericton—E. M. Young, hardware commenced.

Sussex—W. S. Fairweather, hardware destroyed by fire.

NOVA SCOTIA

Antigonish—O. G. Kirk, of O. G. Kirk & Son, Ltd., wholesale and retail hardware recently died.

ONTARIO

Fort William—Western Steel Products Ltd., opened a branch here.

Gore Bay—T. R. Lougheed, hardware dealer has undergone an operation in Toronto, and is now improved in health.

Guelph—Wind demolished new addition to factory of Gilson Mfg. Co.

Guelph—The factory of the International Malleable Co. damaged by wind.

Hamilton—J. Allan hardware, 773 Berton St. commenced.

Hamilton—Col. F. A. Hatch, general manager, the Stanley Works of Canada was recently elected first vice president C.M.A.

Hamilton—J. W. Shields, E. T. Wright Co. Ltd., has recovered from his illness and is now back calling on the trade.

Hamilton—Seymour's hardware, 1127 Main St. commenced.

Hamilton—Delta Hardware, 1276 King E. commenced.

Hamilton—Bradley Bros. hardware damaged by fire.

Hespeler—Hespeler Wood Specialty Co. Ltd., erecting a two story addition to cost about \$28,000.

Kitchener—John Fennell hardware sold to The Weber Hardware.

Ottawa—Empire Hardware 282 Bank St. loss by fire and water.

Toronto—W. C. Chaplin, tinsmith and furnace dealer, 971 Eglinton Ave., commenced.

Toronto—Frankel Bros. Ltd., incorporated capital \$1,000,000.

Toronto—Matthew Metal and Roofing Co. dissolved.

Toronto—J. Ritchie, hardware removed from 720 Annette St. to 718 Annette St.

Toronto—Twisswire Brushes Ltd., incorporated with capital of \$40,000 and will manufacture twisted in wire mops and brushes.

Toronto—Vaughan Hardware, 400 Vaughan Rd. commenced.

Toronto—Harold A. Wilson Co. Ltd., Mfrs. gymnasium and sporting goods specialties, have moved their factory to 49 Elm Street, where they have leased premises four times as large as their old factory.

Toronto—S. H. White Mfg. Co., of Winnipeg have appointed G. W. Griffin, 110 Church St. Ontario representative for their Wakyte line of toys which include scot-ties, buster cars, velocipedes, etc.

Toronto—Winnipenny Bros. hardware, 1238 St. Clair Ave. commenced.

Toronto—Ornamental Hardware Mfg. Co., have dissolved.

Tweed—The Steel Trough & Machine Co. have appointed T. T. Ritchie sales manager.

Weston—Herschell & Dexon, plumbing and heating commenced.

Whitby—Walker Bros. hardware moving into new store.

Woodstock—Fire did damage to factory of Eureka Planter Co.

QUEBEC

Montreal—Progressive Electric and Hardware, dissolved.

Montreal—Fan Flam Spark Plug Co. of Canada Ltd., incorporated capital \$250,000.

Shawinigan Falls—Jules Dumaine, hardware dissolved.

SASKATCHEWAN

Climax—John Hughes, hardware is commencing.

Echo—N. Hardad is commencing hardware.

Hague—H. H. Heinrichs, tinshop commencing.

Lashburn—H. Gidley purchased hardware business of Harris and Gidley.

Liberty—L. J. Gaetz, hardware has sold to E. L. Books.

Prelate—E. Harris is discontinuing.

Revenue—S. J. Frehlich, hardware commenced.

Valparaiso—J. S. Crozier, hardware succeeded by F. Ford.

Wauchope—J. W. McBain hardware commenced.

Zealandia—Meraw Bros. hardware moved to Rosetown.

OBITUARY

Montreal—A. A. Levesque, plumber died.

Brockville, Ont. Chas. S. Shineff, who at one time managed a wringer factory at Brockville, which was taken over by the Jas. Smart Mfg. Co., recently passed away in his 79th year.

Watford—W. L. McCrae & Co., hardware dealer is dead.

Acton—C. C. Speight, hardware dealer recently died.

NEW WAYNE PLANT

The Wayne Tank & Pump Co. of Canada, Ltd., Toronto are putting their new plant into shape for assembling the complete Wayne line of pumps and tanks. They will not be doing machine work in

this plant for this year. They will manufacture their underground tanks in a separate Toronto plant.

The company expect shortly to commence manufacturing Wayne water softening systems in their Toronto plant.

NEW VARNISH AND ENAMEL PLANT

Plans which are now under way call for extensive additions to the Montreal plant of Brandram-Henderson Limited, manufacturers of white lead, paint, and varnish, it having been decided to augment their present facilities by the installation of a plant to be entirely devoted to the manufacture of varnishes and enamels.

The proposed plant, when completed, it is claimed will be one of the most modern and best equipped of its kind in Canada. For years the Company has carried on the manufacture of varnishes at Halifax, but the expansion of business makes it imperative that additional facilities be utilized in order to accommodate the demands of the trade, as well as to provide for manufacturing requirements.

In addition to manufacturing a complete range of architectural, marine, railway, coach and automobile varnishes it is proposed to produce the vehicles required in the making of all descriptions of art and industrial enamels.

The preparation of the plans and specifications has already been placed in the hands of specialists in the building of varnish plants, with the understanding that same will be completed by August 25th, after which date construction tenders will be sought and the work proceeded with immediately.

It is expected that the new buildings will be complete, the machinery and equipment installed, and the plant in operation before the end of the year.

PAINT MAKERS PLAY GOLF

On June 21st the Semi-Annual Golf Tournament of the Association took place at the Senneville Golf and Country Club.

The results of the morning round were as follows:

Winner	Opponent
W. L. Jamieson	W. S. McLennan
W. S. Fallis	John Irwin
B. G. Ransom	R. H. Monk
R. H. Jamieson	F. A. Scott
F. J. Penberthy	E. Liersch
H. P. Livingston	W. B. Ramsay

After luncheon the elimination rounds were played, resulting in a victory for Mr. F. J. Penberthy, with Mr. B. Ransom runner-up.

At the dinner during the evening at the Canada Club, Mr. Penberthy was presented with a mounted silver shield, and Mr. Ransom with a silver golf trophy.

The first annual business meeting presided over by Mr. E. Liersch, was held and a gratifying report of the Association's activities and financial condition was unanimously approved.

For the ensuing year Mr. F. J. Penberthy was elected as president and Mr. E. Liersch as secretary-treasurer.

An invitation extended by Mr. H. P. Livingston to play the September Tournament in Toronto was accepted, and all the members are looking forward to a repetition of the many pleasures afforded during the present and past tournaments.

THIS PUMP NOT A BACKBREAKER

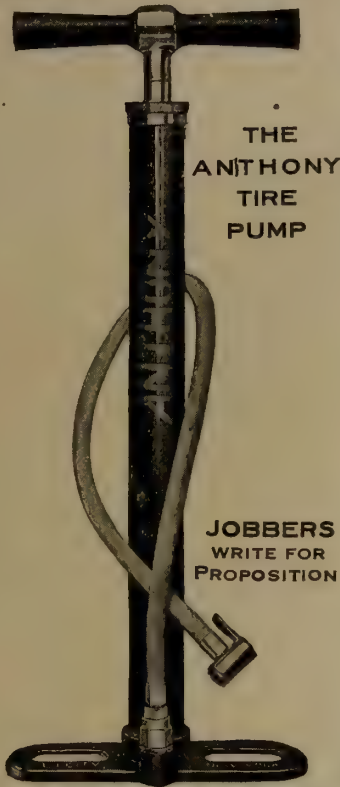
It is the guaranteed Anthony Tire Pump. It is the only pump with all metal, positive seat valve.

It is the only pump that your customer can pull out of the tool box today — or years hence—and depend upon its readiness to fill a tire quickly and easily. It is the pump that a man buys and swears by—not AT.

Dealers make a good profit off every sale.

WRITE FOR ILLUSTRATED LITERATURE, DEALERS' PRICES, ETC.

The ANTHONY COMPANY
LONG ISLAND CITY, N.Y.



WRITE FOR PRICES ON SUPERIOR MACHINISTS VISES



These vices are of correct design and are strongly constructed.

They are very rigid and can be used and depended upon for all accurate work. Various sizes are made, from 3" to 6" Jaw.

We also make other types of vices, both Bench and Machine, Bench Grinders, Small Air Compressors and Saw Mandrels. Write us direct or to our representatives—

A.G. & A.L. BROWN CO., MONTREAL and
DAVID PHILIP, WINNIPEG
SUPERIOR MACHINERY CO., Limited
51 York St., London, Ont.

Quality Radio Supplies

We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
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Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY

62 YONGE ST. ARCADE, TORONTO, ONT.



The "Reliable" Variable Switch

is the solution to the wireless battery problem.

By pointing the regulating arm to the voltage required (as indicated on dial), the voltage is increased while the amperage current remains the same. With the "Reliable" Variable Switch the Negative and Positive leads may be kept stationary.

Ask to see the "Reliable" Variable Switch at your Radio Equipment Dealers—you'll decide then to own one.

Use "Reliable" Unit 9122 or 9222 for Peanut Valve Filament.

Manufactured only by
The Dominion Battery Co., Limited
Toronto - Montreal - Winnipeg - Calgary - Vancouver

THE LATEST DEVELOPMENT IN WRENCHES

"IT CAN'T LET GO UNTIL YOU LET IT"

Make your customers happy by selling them a Universal.

As far ahead of the ordinary wrench as the automobile is ahead of the stage coach.

Prices reduced



An adjustable wrench, an offset wrench, a full ratchet wrench, a pipe wrench, a pair of pliers all in one tool. The best wrench value on the market.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH COMPANY, 2 Medbury Lane, Windsor, Ont.

HARDWARE MARKET SITUATION

Advances continue to be the rule, despite the prophets who said we are at the peak of the market. No doubt the advances are due to continued activity in practically all lines of manufacture in the United States, coupled with a strong demand for goods owing to the continued good times among large numbers of workers.

In Canada, too, there are indications that we are in for a better fall and winter than last year—indeed manufacturing centres already report a briskness that was absent during the spring, larger working staffs and a lengthening of the factory hours. In not a few of the factory towns reports come to hand that a number of workers who left during the past twelve months because of the better prospects in the United States are making their way back to Ontario points, because they feel that they can do just as well here. This is particularly true of the building trades.

Because of the high rates for materials and the exorbitant wages asked by workers there has been a large cutting down of building programs in most of the big American cities of the East. In New York alone some eighty millions worth of building has been stopped, and proportionately large amounts have been deducted in other centres.

Locally, trading has entered a period of summer lightness, but the dealers who have gone out and are still on the hunt for trade and finding it—in paint prospects, kitchen goods, preserving articles, electrical wares, fishing and sporting goods, and other seasonable lines. One wholesaler reports a falling off in radio supplies, his opinion being that it is a cold weather line.

Metals are showing some readjustments. Some finished and semi-finished metals figure in advances, but on the whole there seems to be a tendency towards lower prices on raw metals.

Production both in Canada and the United States has reached a percentage somewhat in advance of demand, and hardly a manufacturer now but who can fill orders as quickly as they come to hand. There are some lines still passing through the readjustment stages, and these may feel the effect of higher prices for some little time, especially if they be for future seasonable lines.

One of these latter lines is stoves. On oil heaters for fall delivery one manufacturing firm sends out this information to dealers: "Continued advances in the most of materials and labor have forced us to readjust our prices for this fall's business. The advances have aggregated about 12%, but we have decided to absorb approximately 6% of it on heaters. We are doing this in our desire to help the sale of heaters by keeping the price to customers as low as we possibly can."

Collections continue fair; in fact there is some improvement noted over a month ago. Failures in many lines continue, but the hardware trade happily seems pretty free from this condition, due, no doubt, to the fact that men entering the business must have some training before embarking in hardware. At the same time it has

been noted that there has been a great many new hardware firms starting in the Ontario cities during the past five years. Whether this is a good omen or not remains to be seen.

The principal changes in quotations on hardware lines during the month past are as follows:

ADVANCES

Enamelware—A change has been made in the discount on one-coat gray enamelled ware. Formerly this line was at 50 off; now it's at 40 and 10.

Wooden Clothes Pins—Advance shown of 10 cents per case on the five-gross cases; formerly at \$1.45, now at \$1.55.

Wrenches—Advances noted on some lines. Smart's "Bull Dog" formerly at 65 off are now at 60 off; "Crescent" wrenches formerly at \$15 a dozen for No. 12 are now at \$18, the discount remaining at 10 off; Track wrenches formerly at 35 off are now at 10 off.

Game Traps—An advance has been made on Oneida makes. Victor No. 1 with chain now at \$2.53 a dozen; Giant No. 1 and Jump No. 1, \$3.35; Hawley & Norton, No. 1, \$4.89; Newhouse No. 1, \$7.39.

Elbows for Conductor Pipe—A change in discount from 65 and 5 to 50 and 10 advances elbows, outlets, tubes, strainers, cut-offs and conductor hooks.

Boiler Tubes—Slight advance noted. 2-inch seamless now \$22, adn lapweld, \$19.50.

Barn Door Hangers and Track—New list of the Slater Co. just issued revises prices by changing discounts from 20, 10 and 10 to 20 and 10 per cent.

Bale Ties—Single loop and cross-head ties have advanced 10 cents per hundred pounds.

Fibre Wares—A small advance has been made on tubs and pails.

Curry Combs—American make curry and cattle combs have advanced 10 per cent.

Carpenters' Chisels—Advanced 10 per cent.

Plates and Sheets—Readjustments in some lines, both advances and declines.

Pipe Fittings—Also figure in readjusted prices. Some advances, some declines.

Fuel Oil—Advanced about two cents a gallon in small lots.

Building Papers—Advance noted in second and third grades, with declines in No. 1.

Felt (Carpet, tarred and asphalt)—Advanced 15 cents a hundredweight.

Sandpaper—Advanced by lowering discounts five points.

Spades, Shovels and Scoops—Advanced by lowering discounts five points to 45 off.

Shellac—Higher by 20 cents for gallon jug lots.

Perfection Oil Heaters—Advanced six per cent. No. 525 is now at \$8.50; No. 530 at \$9.50; No. 530 at \$12.75.

DECLINES

Lock Sets—Dexter Co. make. Declined about 10 per cent.

Wrought Iron Washers—Declined 10 per cent. by advancing discounts from 50 to 55 off.

Coal Oil—Down to 18 cents a gallon, a decline of two cents.

Gasoline—Declined two cents to 25 cents a gallon.

Turpentine—Declined about 5 cents a gallon during the month. Now at \$1.65 for single barrel lots.

Auto Tires—Reduction on almost all lines of tires in both Canada and U.S. of about 10 per cent.

BIG GAME FISHING

The Pfluegers—E. A., J. E., C. T. and T. S., of the Enterprise Mfg. Co., Akron, Ohio—all are anglers, more or less. And their offices at Akron are decorated with a majority of the game fishes from fresh and salt water, all caught by some member of the firm. Mounted on panels of rare woods, the stuffed fighters of the seas, lakes and rivers are much admired by the many visitors.

But for a long time one species of great game fish was lacking from the collection. It was the Florida sail fish, that hard fighter so many salt water anglers covet and comparatively few succeed in killing. So L. W. Griffiths, the company's secretary and leading salesman, determined to make a trip south expressly to land a sail fish. He consulted with William Barber Haynes, hunter, angler and writer, who knows Florida waters along both coasts and has fished there many seasons.

The start was from Miami and they trolled a half mile from shore, each having his line out about twenty-five yards, while the launch moved at a fair speed. Within a few minutes both had strikes. Haynes, the seasoned angler, missed hooking his fish, but Griffiths was luckier and at once had a battle on his hands. The fish, which kept down, started for deep water, but after several minutes of hard work was brought to gaff. It proved to be a wahoo, sometimes known as queen fish. Built on the slim, graceful lines of the mackerel, it was nearly five feet long. The wahoo is quite rare at Miami and Long Key and Haynes in his years of Florida angling had not seen one landed.

The luck continued good and barracuda and mackerel were killed with regularity. It was well along in the afternoon and the launch was turned on the homeward course. Not a sail fish had been sighted.

"There jumps one!" cried John, the guide. "Look out, right ahead!" And as the launch glided over the spot there rose astern four beautiful lithe forms with long, rapier beaks. One made for Griffiths' bait and struck, then turned and started away. The perspiration beaded Griffiths' face as he gingerly slackened line and gave the fish its head. After it had raced away several yards it started to swallow the bait.

Arms outstretched and both hands gripping the rod, one thumb ready to clamp down on the spinning reel, Griffiths waited for the crucial moment. Then he struck with all his might and leaned back, feet braced, as the great fish shot from the sea and thrashed along at express speed on his tail. The reel screeched and the line flew from the spinning reel. At last the first fierce rush was stopped and Griffiths recovered some line. There was rush after rush, each a bit shorter, until the nearly exhausted angler was able to bring the fish within reach of the guide's gaff. The sea churned as the struggling beauty was hauled aboard.

You get **THREE** Profits

Profit No. 1

There is the profit on the razor itself, the most heavily advertised razor in the world; the most attractive in appearance; the most satisfactory to users. And there are two other profits!

Profit No. 2

There is the profit that comes through the good-will engendered by the perfection of Gillette daily shaving service. Then, there is the biggest profit of all—

Profit No. 3

Day in, day out, year after year, the profit on the continual sale of blades to the Twenty Million Gillette users.



Gillette

Safety
Razor

GILLETTE SAFETY RAZOR CO., OF CANADA, LIMITED
MONTREAL, QUE.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

Toronto, July 4, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 25c.

Antimony—Per pound, 8¼c.

Brass—Sheet, base, 37c; rods, base, ½ to 1 in., round, 32c; tubing, seamless, base, 42c.

Copper—Casting ingot base, 18c; rods ½ to 2 in., 31c; soft sheets, plain, 16 oz. and heavier, lb., 36c; plain tinned, 16 oz. and heavier, lb., 39½c; polished and tubing, 16 oz. and heavier, lb., 38c; tubing, lb., 36c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher.

Coppers, Soldering—Base, 4 to 8 lbs., 40 cents per lb.; 3-lb., 41½c; 2½-lb., 42½c; 2-lb., 44½c; 1½-lb., 47½c; 1-lb., 51½c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, \$3.75 per cwt.; angle iron, \$4.00; horseshoe iron, \$4.25; Norway, \$12.50; toe caulk, \$4.20.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$8.25 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 11¼c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, \$3.90; bands, \$4.40; tire, \$4.00; spring, \$10.50; sleigh shoe, \$4.10; hoop, \$5.50; crucible cast sheet, \$3.50 per 100 lbs.

Sheets, Blue Annealed—10 gauge, \$4.70 per 100 lbs.; 12 gauge, \$4.80; 14 gauge, \$4.85; 16 gauge, \$4.85.

Sheets, Black—18 to 20 gauge, \$5.20 per 100 lbs.; 22 to 24 gauge, \$5.25; 26 gauge, \$5.30; 28 gauge, \$5.40.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$7.00 per 100 sq. ft.; 26 gauge, \$7.50; 24 gauge, \$10; 22 gauge, \$12.50; 20 gauge, \$14; 18 gauge, \$19; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

	Queen's Head	Fleur-de-lis
Sheets, Galvanized —		
28 gauge, per 100 lbs.	\$7.50	\$7.25
26 gauge, per 100 lbs.	7.10	6.85
24 gauge, per 100 lbs.	6.80	6.55
22 gauge, per 100 lbs.	6.65	6.40
18-20 gauge, 100 lbs.	6.50	6.25

	Apollo
10% oz., per 100 lbs.	\$7.40
28 gauge, per 100 lbs.	6.90
26 gauge, per 100 lbs.	6.60
24-22 gauge, per 100 lbs.	6.45
20-18 gauge, per 100 lbs.	6.30
16 gauge, per 100 lbs.	6.15
14-12 gauge, per 100 lbs.	6.00

Plates (Canada)—Dull, 60 sheets, \$5.65; ordinary, 52 sheets, \$5.60; Eng-

lish blue plates, 52 sheets, \$6.05; 60 sheets, \$6.10. Polished, 52's, \$7.30; 60's, \$7.75.

Plates (Coke Tin)—IC, 20x28, 112 sheets, \$16.00; IX, 20x28, 112 sheets, \$18.50; IXX, 20x28, 56 sheets \$10.50.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$9; IXX, 20x28, 56 sheets, \$10.50.

Plates, Terne—IC, 20x28, 112 sheets, \$15.00.

Spelter—Per pound, 10¼c.

Tin—Ingots (100 lbs.), per lb., 48c.

Zinc—Sheet, per lb., 13½c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$11.35 for standard and \$13.13 for extra heavy. Net prices.

Boiler Tubes—1 inch, seamless, \$22; lapweld, \$19.50.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts, 63%.

Fittings—Cast iron, standard, 10%; extra heavy, 10%; bushings, malleable, 15%; unions, 30%; flanged unions, 17½%; plugs, cast iron, solid, counter-sunk, all at 10%; couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 45%; 4½ and larger, 35%; long, 4 in. and under, 50%; 4½ in. and larger, 40%; running thread, 4 in. and under, 25%.

Oakum—Special No. 1, \$13.00; plumbers', \$6.00 per cwt.

Packing—Fine jute, 15c a pound; coarse, jute, 11c; hemp, 26c; square braided hemp, 28c; No. 1 Italian, 31c; No. 2 Italian, 24c.

Standard Butt Weld Pipe 3/C per 100 feet

Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
¼ in.	6.00	8.00		
½ in.	4.32	6.30	7.56	9.60
¾ in.	4.32	6.30	7.56	9.60
1 in.	5.53	6.97	7.82	9.35
1 ¼ in.	6.79	8.40	9.55	11.27
1 ½ in.	9.69	12.07	13.77	16.32
2 in.	13.11	16.33	18.63	22.08
2 ½ in.	15.68	19.53	22.28	26.40
3 in.	21.09	26.27	29.97	35.52
3 ½ in.	33.35	41.54		
4 in.	43.61	54.32		
4 ½ in.	56.12	69.00		
5 in.	66.49	81.75		

Standard Lapweld Pipe S/C per 100 feet

Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
2 in.	24.42	29.60	33.30	38.85
2 ½ in.	36.27	44.46	50.31	59.09
3 in.	47.43	58.14	65.79	77.27
3 ½ in.	57.04	69.92	79.12	92.92

4 in.	67.58	82.84	93.74	110.09
			foot	foot
4 ½ in.	78.74	96.52	1.14	1.33
5 in.	91.76	112.48	1.33	1.55
			foot	foot
6 in.	1.19	1.46	1.73	2.02
7 in.	1.55	1.90	2.21	2.62
8 in.	1.63	2.00	2.33	2.75
8 ½ in.	1.87	2.30	2.68	3.17
9 in.	2.23	2.83		
10 in.	2.14	2.62	3.04	3.58
10 ½ in.	2.76	3.38	3.91	4.61

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 65 and 5 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 50 and 10 per cent. This discount also applies to outlets, tubes, strainers, cut-offs and hooks.

Pipe (Lead)—14½c a pound. Waste pipe, 15c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 20%; 4 in., 25%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 37½%; 8 in., net.

Pipe (Stove)—Net; elbows, black and galvanized, net; thimbles, 50 and 7½%.

Elbows (Stovepipe)—Light, No. 6, \$1.75 a dozen; No. 7, \$2.00.

Registers—Warm air, japanned and common oxidized, 35% from standard list.

Solder—Wire, 37c a pound; strictly 30c; commercial, 28¼c; guaranteed, 32c; wiping, 30c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 65 and 5%. O. G. round and half round, \$1 per hundred feet extra.

Valves—Globe, angle and check (standard), 10%; J.M.T., plus 5%; J.M.T. "C," net; J.M.T. gate valves, 12% and 10%; Jenkins' gate or straightway, 11% plus; Jenkins' Globe, 15% plus; radiator valves (standards and removable disc), 58%; Emco check valves (standard), 23%; Emco J.D. rad. valves (screwed), 28%; Emco swing check valves, ½ and 1 in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 72c, galv. \$1; 1½ in., blk. 88c, galv. \$1.25; 2 in., blk. \$1.20, galv. \$1.75.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., \$28; 5/16 in., \$34.40; ¾ in., \$22.80; 7/16 in., \$21; ½ in., \$19.60; 9/16 in., \$18.80; 5/8 in., \$18.60; 11/16 in., \$18.40; ¾ in., \$18.20; 13/16 in., \$18; 1 1/16 in., 1½ in., 1¼ in., 1 5/16 in., \$18.90; 1½ in., 1¼ in., 1½ in., \$18.40; 1¾ in., 1½ in., 2 in., 2½ in., \$19. Discount, 50%.

F.o.b. Montreal, Hamilton, Toronto,

Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Loaded shells, plus 2½c; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, 40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2.

Augers (post hole)—Vaughn make, 8 inch, \$19.80; 9 inch, \$21; 10 inch, \$24 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$18.50; double bits, doz., \$20.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$41.00; No. 3, \$45.00; No. 4, \$49.00. Discount, 50 and 5.

Bale Ties—Single Loop—No. 12, \$5.25; No. 13, \$5.35; No. 14, \$5.45; No. 15, \$5.75; No. 16, \$5.95. Cross head—No. 12, \$5.55; No. 13, \$5.65; No. 14, \$5.85; No. 15, \$6.35; No. 16, \$6.45.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, \$1.30; 1½ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.25; cut lace leather, lb., \$1.60 for

Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60% off.

Belting (Rubber)—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)	% Rim	¾ Rim
No. 0—16 x 22, doz. ...	\$ 7.50	\$11.00
No. 1—18 x 24, doz. ...	9.00	11.50
No. 2—18 x 29, doz. ...	11.00	13.00
No. 3—20 x 30, doz. ...	13.00	17.00

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$8.50 doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$6.50 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$6.51.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), ¾ in. diameter and smaller, 6 in. and shorter, 35%. Carriage bolts (\$1 list), ¾ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), 7/16 in. and larger, 20%. Machine bolts, ¾ in. and smaller, 4 in. and shorter, 45%. Machine bolts, ¾ in. and smaller, longer lengths, 25%. Machine bolts, 7/16 in. and larger, 25%. Sleigh shoe bolts, all sizes, 15%. Coach and lag screws, 30%. Bolt ends, 25%. Square head blank bolts, 25%. Plow bolts, 1, 2, 3 head, 20%. Elevator bolts, large head, 15%; corrugated heads, 45%. Fancy head bolts, 15%. Step bolts, large head (\$3 list), 15%. Whiffletree bolts, 15%. Tire bolts, 42½%. Stove bolts, 62½% and 5%. Sink bolts, 62½% and 5%.

Borax—Lamp crystal borax, 8c lb.

Brooms—No. 5, 4 strings, \$8.25 per doz.; No. 5, standard, \$9.40 per doz.; Little Beauty, \$11.30 per doz.; Royal Blue, \$15.75 per doz.

Butts (Polished Steel)—Per dozen pairs, for 2-inch size, No. 100, 75c; No. 138, 68c; No. 140, 81c; No. 540, \$2; No. 640, \$2.

Cans (Milk)—At list plus 25%.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, \$18 a dozen; No. 1, \$22.20, No. 2, \$25.20; No. 3 \$32.40.

Model—No. 5, \$19.32 per dozen; No. 6, \$21.84; No. 7, \$30.24.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.38 a dozen; No. 65, \$21.84; No. 75, \$30.24. F.o.b. St. Mary's.

Gem—No. 20, \$22.80 dozen; No. 22, \$28.20; No. 24, \$34.80.

Chisels (Broad's)—List less 40 p.c. for plain.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13; No. 1, \$12.80; and \$13.40; No. 2, \$13.60 and \$14.20; No. 3, \$14.60 and \$15.20; No. 4, \$17.80 and \$18.40; No. 5, \$18.80 and \$19.40. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9. Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$3.10 a dozen; 48 ft. hanks, \$3.60; 60 ft. hanks, \$4.50.

Clothes Lines (Manila)—\$3.00 per dozen.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain	Proof	BBB
3/16 inch, electric weld...	\$15.40	\$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld...	12.15	15.20
¾ inch, electric weld...	10.40	13.25
¾ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
½ inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, \$1.40 a doz.; No. 111, \$1.60; No. 121, \$1.55; No. 127, \$1.90.

Combs, Cattle—No. 98, \$2.10 per dozen; No. 100, \$2.85.

Cord (Sash)—Hercules No. 6, 70c a pound; No. 7, 69c; Nos. 8, 9, 10, 12, 68c; No. 16, 73c.

Cord (Awning)—White, 3½, \$2.75; 4, \$3.60; 4½, \$4.85 per pound. Drab, 4, \$4.30; 4½, \$6.00 per pound.

Crowbars—\$8.00 per 100 lbs. Sovereign, 3 in., \$1.20.

Doors, Screen—Kasement, No. 3, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills—Standard lists. Blacksmiths', ½ in. x 2½ in. shank, each: ¼, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; ¼, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; ¾, 80c; 13/32, 85c; 19/32, \$1.20; ½, \$1.30; 21/32, \$1.40; 11/16, \$1.50; 23/32, \$1.60; ¾, \$1.70; 25/32, \$1.80; 13/10, \$1.90; 27/32, \$2; 7/8, \$2.10; 29/32, \$2.20; 15/16, \$2.30; 31/32, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Enamelwares—Pearl, Imperial and Colonial, 25% off list; Diamond, Canada and Premier, net list; Crvstal and White wares, 40 and 10% off; White-ware, decorated, plus 25%; Japanned ware, plus 25%; One-coat gray, 40 and 10%.

Fencing (Poultry)—3-ply, \$4.65 per 10 rods; 4 ft., \$5.25; 5 ft., \$6.

Fencing (Lawn)—12 in., \$9.25 per 100 feet; 18 in., \$10.50; 30 in., \$12.25; 36 in., \$13.75; 42 in., \$15.35; 48 in., \$16.75.

Gloves—Canvas and cotton, \$15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$4.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstones (Mounted)—No. 300, \$8.28 each; No. 320, \$25.92 a dozen; disc., 20 and 10%.

Grindstone Fixtures (Taylor-Forbes)—15 inch, axle, \$8.75 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers, Nail—No. 21, \$11 per dozen; No. 1, \$14.85; Nos. 1½, 61½, \$14.30.

Hammers, Sledge—(Canadian), 2-2½ lbs., \$25 per cwt.; 3-4½ lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3½ lbs., \$27.50 per cwt.; 3-4½ lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1¼ lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, \$15.45 a dozen pairs; No. 1, \$17.20; No. 2, \$18.30; Stearns, 4 in., \$13.70; 5 in., \$17.55. Perfect, No. 1, \$20.85; Canada, \$13.25; Hatch, \$12.25; National, \$13.80; America, \$18; Great West, \$30; Storm King, No. 42, \$11.80 a doz.

Hatchets, Shingling—No. 1, \$11.25 per dozen; No. 2, \$12.

Hatchets, Lath—Nos. 3 and 4, \$11.50 per dozen; No. 4, \$11.75.

Hatchets, Barrelling—Nos. 50 and 60, \$15.50 per dozen.

Hatchets, Claw—No. 7, \$12.50 per dozen; No. 8, \$13.25.

Heaters, Electric—National Glowler, \$6.10; National Heatray, \$7.50; Ma-

jestic, 1 burner, \$6.50; Universal, \$9.50; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.81; tee, \$1.56. 5 in., strap, \$2.12; tee, \$1.81. 6 in., strap, \$2.37; tee, \$2.12. 8 in., strap, \$3.62; tee, \$2.62. 10 in., strap, \$5.94; tee, \$4.06. 12 in., strap, \$8.62; tee, \$6.12. 14 in., strap, \$10.62; tee, \$8.75. Net prices.

Light—Net prices—3 in., strap, \$1; tee, \$1. 4 in., strap, \$1.31; tee, \$1.31. 5 in., strap, \$1.43; tee, \$1.56. 6 in., strap, \$2; tee, \$1.81.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., \$4.30; 8 in., \$4.80; 10 in., \$6.40; 12 in., \$7; 15 in., \$7.50; 18 in., \$11; 21 in., \$12.40; 24 in., \$16; 27 in., \$17.20; 30 in., \$18.50; 33 in., \$21.50; 36 in., \$24.50. Discount, 20%.

Hinges (Barn Door)—6 inch, \$3.60 a dozen pair; 8 inch, \$3.85; 10 inch, \$5.15; 12 inch, \$5.60; 15 inch, \$6; 18 inch, \$8.80; 21 inch, \$10; 24 inch, \$12.80.

Hinge Hasps—Per dozen, 2 inch, 75c.; hasps and staples, 6 inch, 60c.; hasps and staples, double hook, 6 inch, 90c.; safety hasps, 6 inch, \$2.94.

Screen Door Sets—No. 1200, \$37.50; No. 1201, \$45 per gross.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoos (Grub)—3½ lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (Grass)—Canadian, No. 2, \$3.90 per dozen; No. 3, \$4; No. 4, \$4.10; No. 5, \$4.30; Little Giant, \$6.50; Barden Patent, \$6.50. English Fox—No. 2, \$4.65 a dozen; No. 3, \$4.85; No. 4, \$5.25.

Hooks (Galvanized Fence)—\$5.50 per keg.

Patterns	Price per keg	
	No. 2	No. 1
	Sizes and larger	No. 1 smaller
Light iron	0-7	\$6.70
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70
Heavy iron	6-8	6.70
Snow	1-6	6.95
New light XL steel	1-6	7.15
Featherweight		
XL steel	0-4	8.55 all siz.
Special countersunk	0-4	9.25 all siz.
Toe weight (front only)	1-4	9.70 all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; ½ in., \$14.00; ¾ in., \$15.50; 1 in., \$17.50. Less 5% for full reel, 500 feet.

Hose, Lawn—3 ply 4 ply 5 ply
Per 100 ft., size ½" \$9.50 \$10.50 \$12.00
Per 100 ft., size ¾" 11.00 12.00 13.50
Per 100 ft., size 1" 13.00 14.00 15.50

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—½ inch, ¾ inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$2.

Handles for above japanned, \$1.85 per dozen. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.65; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.85 net in ½ doz. lots; Westinghouse, \$4.80 in ½ doz. lots.

Jacks (Screw)—1¼x10, \$3.75; 2x12, \$5; 2x16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 34c; 44 ft., 36c; three section extension, 48c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$8.40; B, per case of 6 doz., \$7.

Lanterns—Short or long globe, plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.00.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.25 doz.; 3 dozen cases, \$1.10 doz.; 6 doz. cases, \$1.05 doz., Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.25 per dozen; No. 3, \$2.82; No. 4, \$4.25; Barn Door, No. 5, \$3.75.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Machines (Washing)—Dowsell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, 125.00; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$105; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowsell, \$44.10 per dozen.

Mattocks—Cutter or pick, \$9.75 per dozen.

Mixers, Bread (Canuck)—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, \$16 per dozen O-Cedar, less handle, \$14; O'Cedar, with handle, \$16; S. W. Mops, complete, \$4.65; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$7.90; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20 and 5% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 40%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¾ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2¼ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Monteval, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slatting, Box, Fence, Barrol Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Cut)—\$4.85.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box, No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2 in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2½ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¾ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 30%. American netting, 2 in. mesh, 20% off.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 18c a gallon; Palacine, 20c; Gasoline, 25c. These prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 66c; machine oil, reg. grades, 36½c; Imperial gas engine oil, 56½c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon. List less 25%.

Fuel oil, per barel, net, 13 cents a gallon; from tank wagons, net, 12c; tank cars, net 9c. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Drv fibre. No. 1, \$1.10 per 400 ft. roll; No. 2, 85c; Surprise and Stag, 90c.

Tarred Fibre—No. 1, \$1.30; No. 2, \$1.00.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; Spruce Sheathing, 36 in. and 72 in. wide, \$6. Asbestos Sheathing, \$8.25; carpet felt, \$4.50; tarred felt, 7, 10 and 16 oz., \$3.90; asphalt felt, \$3.90.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.55 a case; 4 gross (cartons), 4 in., \$1.60; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2½ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japaned, \$3.90 per dozen; No. 158, galvanized, \$4.00.

Pumps (Maxwell)—Pitcher		
	Spout	Closed
No. 2	\$2.85	\$3.10
No. 3	3.15	3.45
No. 4	3.75	4.10
No. 70		6.00
No. 80		8.00

Pumps, Redwing—No. 0, \$6.35; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 42½%, Iron burrs, 42½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 12½%; burrs, add 40%. Extras on copper rivets, 2½c per pound.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Comet—1 ply, \$1.30; 2 ply, \$1.70; 3 ply, \$2.10.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 22c a pound; Beaver Manila basis, 19c; New Zealand hemp basis, 19c; Sisal basis, 17c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: 5/8 in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1 in. and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in. basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marline and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ½ in., 62c a pound, 5/32 in., 58c; 3/16 in., 62c; ¼ in. and up, 62c.

Sandpaper—B. & A. sandpaper, less 12½%; Star sandpaper, less 12½%; B. B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh, black; \$3.75 for galvanized; \$9.50 for bronze.

Screws (Wood)—Discounts, off Standard List: Flat Head, bright, 77½ and 2½% Oval Head, bright, 75 and 2½%; Round Head, bright, 75 and 2½%; Flat Head, brass, 70 and 2½%; Oval Head, brass, 67½ and 2½%; Round Head, brass, 67½ and 2½%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.50; 1½ in., \$11.85; 1fl in., \$14.35.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 85c; No. 8, 90c, No. 9, 95c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 45%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Squares (Steel)—No. 3, \$21.60 dozen; No. 14, \$19.60; No. 100, \$24. Nickelled and blued, extra.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$23 each; Perfection No. 33, 3 burner, \$28; Perfection No. 34, 4 burner, \$36.50; No. 35, 5 burner, \$51; No. 22G over for above stoves, \$8.50. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$6.80. **Detroit Glass Front Oven, No. 85,** each; net. **Hot Blast.**

Spikes, Ship—Base, ¾ in. and larger, \$5 per 100 lbs. ¼ and 5/16 in., \$5.50 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, \$15 per thous.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; **Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.**

Stretchers, Wire—Hercules, \$3.60 doz.

Stretchers, Fence—No. 440x2, \$1.80 a pair; **No. 340x1, \$18 a dozen;** **No. 340x2, \$30. \$30.24 a dozen.** Discount, 20 and 10%.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., \$60; Club, japanned, cyco bearing, \$120; Champion, japanned fittings, \$45; Grand, japanned, cyco b.b., \$68; Grand Rapids, nickelled, cyco b.b., \$55; Grand Rapids, japanned, cyco b.b., \$50; Parlor Queen, nickelled, cyco b.b., \$62; Princess, nickelled, cyco b.b., \$57; Standard, japanned fittings, \$46; Universal, japanned, cyco bear., \$48; Universal, nickelled, cyco bear., \$53. Toy (Bissell's)—Little Daisy, \$3; Little Queen, \$4.50; Little Jewel, \$14.

Sweepers, Vacuum (Bissell's)—Grand Rapids, nickelled, \$106 a dozen; Household, japanned, \$94; Superba, nickelled, \$120 f.o.b. factory, Niagara Falls, Ont.

Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.00; awning, \$4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; dounble-pointed tacks, 65/25%.

Tin and Enamelwares—

Britannic, list plus 5 %.

Scotch Grey Ware.

Colonial, 30%.

Imperial, 30%.

Pearl, 30%.

Diamond, 7½ %.

Premier, 12½ %.

Canada, 12½ %.

White, 50%.

Crystal, 50%.

Japanned ware, plus 10%.

Japanned ware, white, list plus 25%.

Plain and japanned sprinklers, list plus 15%.

Stamped. plain, 50%.

Stamped ware, plain, 50%.

Stamped ware, retinned, 45 and 5%.

Copper bottoms, net list plus 10%.

Tinners' trimmings, plain, 50%.

Tinners' trimmings, retinned, 40 and 12½ %.

Tinners' trimmings, general, plus 10%.

Factory milk cans, list plus 25%.

Milk can trimmings, list plus 40%.

Cream cans, write for prices.

Railroad cans, write for prices.

Sheet iron ware, list plus 15%.

Pieced ware, ordinary list, plus 30%.

Pieced tinware, C.B., list plus 50%.

Fry pans, Acme, 25%.

Fry pans, Quick Meal, plus 10%.

Spiders, steel, plus 10%.

Fire shovels, japanned, list plus 15%.

Steel sinks, galvanized, 20%.

Steel sinks, painted, plus 10%.

ight galv. palis and tubs, net.

Heavy galv. pails and tubs, net.

Hollow ware, net list.

Garbage pails, 10%.

Jap. coal hods, list plus 45%.

Galvanized coal hods, plus 45%.

Paper lined boards, 30%.

Wood lined boards, 10 and 5%.

Tubs, Wood—No. 0, \$26.40 per dozen; **No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60.** F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22½¢; brackets for this, per doz., \$2.00. National Flat Track, 1½ in. per 100 ft., \$10.85. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine Binder—500 ft., 11½¢ a foot; 550 ft., 12½¢; 600 ft., 12½¢; 650 ft., 13½¢. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ½ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 65c 4 ply, lb., 68c.

Cones, 3 ply, lb., 62c; 4 ply, lb., 65c.

Traps (Game)—Victor No. 1, \$2.53 per doz.; Giant, No. 1, \$3.35 per doz.; Jump, No. 1, \$3.35; Hawley Norton, No. 1, \$4.89; Newhouse, No. 1, \$7.39. All these include chains. Mouse, \$3.60 per gross for Victor; \$3.70 for Holdfast, and \$16.80 for Roundhead (4 hole), \$16.80 Victor. Rat, \$1.20 a dozen; Holdfast, \$1.30.

Trowels (Bricklayers)—Rose make—Size No. 10½, \$25.20 a dozen; No. 11, \$25.80; No. 11½, \$26.40.

Wire — Annealed or Bright — Advances over base price on sizes lighter than No. 9: No. 10 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Oilier and annealed extra, 30c. Cop-pering and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Bright base, \$4.00. Annealed base, \$4.15. Galvanized base, \$4.45 for No. 9.

Stovepipe Wire—No. 18, \$9.00; No. 19, \$9.50.

Barbed wire, \$4.55. Coiled spring wire, 9 gauge, \$4.55.

Wheelbarrows—Navy, steel wheel. \$105 a dozen; garden steel, \$83; light

garden, \$66. F.o.b. Montreal, Toronto, London.

Wrenches—Smart's Bull Dog, list less 65%; Crescent, No. 12, \$18 a doz., discount 10%; Track wrenches, list less 10%.

Wrenches (Crescent)—4 and 6 in., \$7.80; 8 in., \$9.60; 10 in., \$12.00.

(Stillson)—6 in., \$2; 8 in., \$2.25; 10 in., \$2.50; 14 in., \$3.50; 18 in., \$5; 24 in., \$7.25; 36 in., \$13.50. Disc., 55% on Canadian, 42½% on genuine. (Agricultural)—Discount 45%.

Knife Handle—Coes, 30% off; W. & B., 37½% off.

Wringers, Clothes — Domestic, No. 531E, \$100; Dom. Bench, No. 541EB, \$160; Favorite, No. 511E, \$92; Favorite, No. 512, \$96; Royal Canadian, \$88; Favorite, No. 514, \$133; Ottawa, No. 331E, \$105; Ottawa Bench, No. 341EB, \$31E, \$95; Challenge, No. 311E, \$87; Warranty, \$100; Bicycle, 11 in., \$95; Eze, \$100; Rapid, \$86; Eureka, \$63; Blue Belle, \$100; Blue Belle, Folding B, \$160; Rival, \$95; Model, \$85; Imperial, \$94. Discounts from above list 30%.

Weights, Sash—Sectional, 1 lb. per 100 lbs., \$3.25; sectional, ½ lb., per 100 lbs., \$3.25; solid, 3 to 30 lbs., per 100 lbs., \$3.00.

Polish (O-Cedar)—4 oz. bottles, doz., \$2.40; 12 oz. bottles, \$4.80; 1 qt. can, \$12; ½ gal. cans, \$20; 1 gal. cans, \$28.

TODDLER TOYS

A sixteen page catalogue has been issued by the Gould Manufacturing Company, Oshkosh, Wis., illustrating their line of Toddler Toys. The booklet is a very attractive one, being printed in three colors on a high grade paper stock.

TOWN AND COUNTRY COASTERS

The Twin City Separator Company, Logan Avenue, Winnipeg, are manufacturing the "Town and Country" coaster wagons for boys in three sizes, with wire wheels, or disc steel wheels, and supplied with or without rubber tires as ordered.

THE PARMENTER BULLOCK CO

Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

STEEL

Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

THE STEEL TROUGH & MACHINE CO. LTD. TWEED, ONT.

The best tackle brings the best customers, and the best customers are the kind that want "Abbey & Imbrie" tackle. If you are not already handling this long-recognized leader in first-class fishing tackle send at once for a catalog. Identification as dealer in fishing tackle essential.

Established 1820



"Fishing Tackle that's Fit for Fishing"

ABBEY & IMBRIE

Division of

Baker, Muir & Imbrie

97 Chambers St. NEW YORK

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 9c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 9c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 12c.

Chrome yellow, 40c.

Brunswick green, 100 lb. keg, 12c.

Indian red, 100 lb. keg, 25c.

Lamp black, in bulk, 28c; packages, 34c.

Venetian red, best bright, 8c; No. 1, 6c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 4-6c.

French ochre, barrels, 6-8c.

Spruce ochre, 100 lb. keg, 6-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$8; white, 100's, packages, \$7.50; colors, bbls., (250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: Dougal white enamel, \$6.40; Vitralite \$7.93; Duralite \$7.50; Old Dutch, \$6.50; B.H. "White" Enamel, \$6.50; Martins, white, \$7.00; Satinette, \$7.24; C. P. Co. Albagloss, \$6.50; C. D. Bros. Linduro, \$7.00; Sunshine, white, \$6.25; Swanize \$8.00; Solar, \$10.00; Perolan \$9.10. Jasperiac, \$4.50; Invincible, \$6.50; Hillcrest, \$6.50; Adelite A. & E., \$7.00; Fluglaze, \$4.60; Ripolin, \$7.19.

Glass—	Star or Double
Case lots,	16 oz. or 24 oz.
Up to 25	\$12.00 \$19.60
26 to 40	14.90 24.40
41 to 50	16.20 26.60
51 to 60	16.90 27.60
61 to 70	17.60 28.80
71 to 80	18.60 30.30
81 to 84	21.70 35.30
85 to 90	22.80 37.00
91 to 95	41.30

Discounts—Imported, 45%; domestic, 42%.
Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50%.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

	Montreal	Toronto
Anchor, pure	\$14.25	\$14.70
Champion pure	14.25	14.70
Crown Diamond, pure ..	14.25	14.70
Green Seal, pure	14.25	14.70
I. V. Perfection	14.25	14.70
Ramsay's pure	14.25	14.70
Moore's pure	14.25	14.70
Tiger, pure	14.25	14.70
O.P.W., Dec., pure	14.25	14.70
Elephant Genuine	14.75	15.20
BB Genuine, less than tons	15.60	16.05
Maple Leaf, pure	14.25	14.70

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$10.50; Genuine, 100 lb. casks, \$12.25; less quantity, \$12.50. F.o.b. Montreal and Toronto.

Glue—English, sheet, per lb., 22c to 25c; White pigfoot, 50c; Cake bone, 112 lb. bags, 20c to 30c; Hides, 112 lb. bags, 25c to 30c; Ground glues, 112 lb. bags (English), per lb., 20c to 22c; Canadian, 11c to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.31. Boiled—1 to 2 bbls., \$1.34.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Murexco—Per 100 lbs.	White	Tints
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrel, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, \$4.35; Sanitone white, \$3.80; Sanitone, colors, \$3.70; C. P. Co., pure white, \$4.45; C. P. Co., pure colors, \$4.10; C. P. oor paint, \$3.90; Elephant floor paint, \$3.65; Victoria floor paint, \$3.05.

B-H English colors, \$4.10; English, white, \$4.45; Fresconette, white, \$3.70; Fresconette, colors, \$3.70; floor, \$4.00; porch floor, \$4.10.

Crown Diamond, white, \$4.35; colors, \$4.00; floor, \$3.90; porch, \$3.95; flat wall tone, white, \$3.80; colors, \$3.70.

Moore's House Colors, white, \$4.20; colors, \$3.95; Preservo Paint, white, \$3.10; colors, \$2.90; floor paint, \$3.50; Sani-Flat, \$3.50; Porch and Deck Paint, \$3.75.

I. V. Elastica, white, \$4.05; Elastica, colors, \$3.80; Flatine, int. wall, white, \$3.80; Flatine, int. wall, colors, \$3.70.

Lowe Bros., H. S. White, No. 328, \$4.45; H. S., color, \$4.10; H. S., floor, hard drying, \$3.90; H. S., porch, \$4.10; Mellotone, flat wall, white, \$3.75; color, \$3.60.

Jamieson's Crown Anchor, \$3.70.

O.P.W. Canada Brand, white, \$4.45; colors, \$4.10; floor, \$3.90; Flat Wall, white, \$3.80; colors, \$3.70.

Ramsay's Pure, white, \$4.30; colors, \$3.95; floor, \$3.80; porch, \$3.95.

Glidden's white, \$4.45; colors, \$4.10.

Martin-Senour, 100%, white, \$4.45; colors, \$4.10; porch, \$4.10; Neutone, white, \$3.80; Neutone, colors, \$3.70; floor paint, \$3.90.

Sherwin-Williams, white, \$4.45; colors, \$4.10; floor, \$4.00; porch, \$4.10; Flat Tone, white, \$3.80; colors, \$3.70.

Maple Leaf, white, \$4.05; colors, \$3.70; floor, \$3.65.

Pearcy's Hillcrest, colors, \$3.45; white, \$3.80; floor, \$3.35.

Adelite, white, \$4.30; colors, \$3.95; Industrial white, \$3.85.

Paris Green—100 lb. lots—¼ lb. paper cartons per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 to 100 lb. drums, 46c; 250 lb. kegs, 44½c; 600 lb. barrels, 44c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax. Yarmouth and P. E. I. points ¼c per lb. extra.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$5.20; 100 lb. drums, \$5.70; 25 lb. drums, \$5.95; 12½ lb. irons, \$6.20; bladders in bbls. (400 lbs.), \$6.95; in cases (100 lbs.), \$7.20. Tons, 25c lower. Pure linseed putty, 1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Varnisher, \$3; Chalco, \$3; Klensa, \$3; Cumoff,

\$3; Dougal Lingerwett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellsac—Per gal in 5-gal. lots—White, \$5.00; orange, \$4.50. Gal. jugs, white \$5.25; orange, 4.75. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4¼c.

Shingle Stains—

Ordinary Colors. Greens

Sherwin-Williams	\$1.45	\$1.70
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Solignum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain.....	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine—Single bbls., gal., \$1.65; 2-4 bbls., gal., \$1.64; 5 gal. lots, per gal., \$1.70.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.18; Hard Oil, \$2.76; Gold Medal, \$3.42; Elastillite, \$3.95; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; Sun Aero Spar, \$4.60; Sun Waterproof Floor, \$4.10.

Glidden Wearette, \$4; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.53; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; Indestructo, floor, \$3.40. Pale Hard Oil, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-ite Floor, \$4.32; Wood-Var, \$4.16; Durable Spar, \$5.23; Finest Interior, \$4.97.

Moorlastic Floor, \$4.25; T. 45 Floor, \$3.50; Moorvar Interior, \$3.25; Moore's Spar, \$5.

S. W. Mar-not, \$4.03; Rexspar, \$5.14; Scar-not, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; House Spar, \$4.60; Floor, \$4.60; Interior, \$3.60.

Kyanize Spar, \$5.25; Cabinet Rubbing, \$4.95; Interior and Floor, \$4.95.

Luxeberry light, \$4.56; Granite, \$4.56; Spar, \$4.73.

Ramsay's Universal, \$3.80; Agate Floor, \$3.80; 400 Hard Oil, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.28; Furniture, \$2.30.

Dougal Univarnish, clear, \$4.50; Transparent, spar, \$5.00; Transparent, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$8.50; colors, \$9.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., \$1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 10½c; Sturgeon's Solpar, 10c.

Waste—Cream, polishing, 24c; White—xxx, 21c; Colored—No. 1, 14½c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal, \$3.60; Ramsay's, 45; Martin-Senours, \$7; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, \$1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-el-ite paste, 45c.

Whiting—Plain, in bbls., \$2.00; Gilders, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons. \$1.55; Methylated Spirits, \$1.70.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond per gal. in qt. tins, \$1.70.

**NEW
LINE
for
LIVE
DEALERS**

IMPERIAL PAINT CLEANER is a red-hot seller. A demonstration convinces the most skeptical. DON'T lose a share of your business—write to-day to your nearest jobber or

STANDARD CLEANING PRODUCTS
81 Bond St. Limited Toronto

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POCKET **H. BOKER & CO'S** KNIVES
IMPROVED
TREE BRAND
TRADE MARK
RAZORS **CUTLERY** SCISSORS

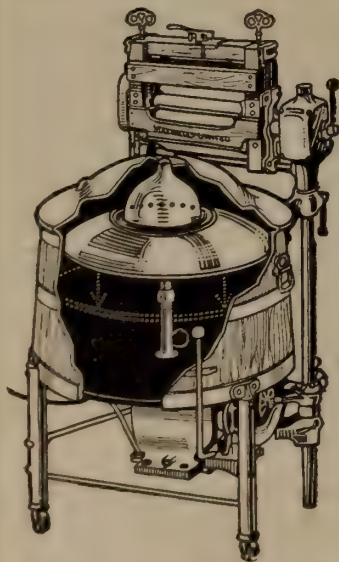
RAZOR STROPS



Highest quality Varied designs
THE GIBFORD MFG. COMPANY, ADRIAN, MICH., U. S. A.
Canadian Representatives:—Dorken Bros. & Co., Montreal, Que.

SUMMER SALES

are augmented by the phenomenal demand
for the
MONO-VAC ELECTRIC WASHER

*Its Superior Features are:*

Single percolating vacuum
cup of aluminum adjustable
to any size of washing.

Washes by pressure and
suction.

Driving gears under the
tub promote stability—all
fully protected.

Adjustable fourth leg for
uneven floors and draining
off.

Swinging, reversible, quick
release wringer— $\frac{1}{4}$ H.P.
motor, special for washing
machine service.

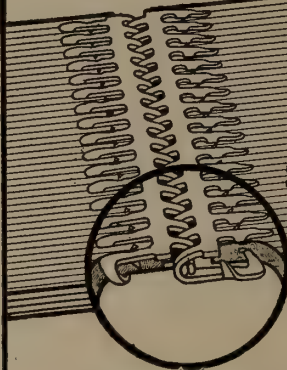
Maxwells Limited

St. Marys

Ontario

ALLIGATOR

Scientific
STEEL BELT LACING



A powerful, durable joint,
made quick and easy. Note
how the teeth clinch

Easier For The Dealer
Better For His Trade.

"HANDY PACKAGE"

A complete lacing outfit in each package. Two six-inch
sets of Alligator Steel Belt Lacing complete with pins.
Shipped in cartons of ten. Backed by National Advertising
campaign in Country Gentleman, State Farm Papers, etc.
Display card in each carton. Order now from your jobber.
Quick turnover and good profits assured.

Size 15-s—For light single leather or 3-ply fabric belts, $\frac{1}{4}$ to $\frac{5}{32}$ in. thick. Size 25-s—For medium single leather or 4-ply fabric belts, $\frac{3}{16}$ to $\frac{7}{32}$ in. thick.

Size 27-s—For heavy single leather or heavy 3 or 4 or 5-ply fabric belts, $\frac{1}{4}$ to $\frac{9}{32}$ in. thick. Size 35-s—For heavy double leather or heavy 5 or 6-ply fabric belts, $\frac{5}{16}$ to $\frac{1}{2}$ in. thick.

**FLEXIBLE STEEL
LACING COMPANY**

4659 Lexington Street
CHICAGO

In England at 135 Finsbury
Pavement, London, E. C. 2.





*Better Value
than Ever !*

IT is easy to sell the new Columbia Steel Case Hot Shot—because its appearance and its sturdy, weatherproof construction make it worth a deal more than you ask for it. For you can sell it to your customers at exactly the same price as the old-type Hot Shot Battery because it costs you no more. This means that you can really offer your customer a much better battery value than ever before. Order the new steel Case Hot Shot from your jobber and take advantage of this special selling feature.



CANADIAN NATIONAL CARBON COMPANY
LIMITED

Montreal

Toronto

Winnipeg

And don't forget No. 6—the little fellow in the red jacket. He will do dozens of jobs for your customers.

Columbia Dry Batteries

—they last longer



**PURE
WITH A
GOOD
BODY**



"O, I am stab'bed with laughter."
Love's Labor Lost

—“You are right—there is no white pigment to take the place of white lead and there is no white lead superior to **CROWN DIAMOND WHITE LEAD**.”

Save the surface and you save all *the rest*

Manufactured by
McARTHUR IRWIN LIMITED
ESTABLISHED 1842 MONTREAL

HARDWARE

ACCESSORIES - SPORTING GOODS

PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

VOL. 15, No. 3

Published Monthly by WESTON WRIGLEY, 8 University Avenue, TORONTO

AUG, 1923

What do Remington Game Loads mean to you - Mr. Dealer?

A Popular Idea

An idea which has proved so popular with a large number of your customers. One which offers such excellent opportunities for increased profits for yourself, certainly deserves your earnest attention. Here then is the story of

The New Remington Game Loads

They are a supreme example of the application of common sense to the merchandising of loaded shot shells, thereby making them easier to buy, easier to sell, and more satisfactory all round. As a matter of fact there are less than a score of different kinds of game which sportsmen can shoot with shot shells in the whole of Canada. Why on earth then should there be some 1600 different kinds of shells from which the dealer must select his stock, with the danger of getting some shells which please nobody and therefore remain on his hands. It was to obviate this state of affairs that Remington introduced

A Series of 26 Special Loads

covering every possible requirement of the sportman, and named after the game for which they are intended. This means that for both the dealer and his customer all guess work and uncertainty are eliminated. The loads you select are sure to be right because they have the reputation and the guarantee of Remington behind them.

The whole transaction is simplicity itself. Your customer comes in and mentions the game he is going after, and you at once hand him the right Remington Game Load.



26 Special Loads in 12, 16, and 20 gauge.

HEAVY DUCK LOAD also for Brant.

GROUSE LOAD also for Partridge, Prairie Chicken, Pheasant and Doves.

SNIPER LOAD also for Rail, Plover, and Woodcock.

RABBIT LOAD also for Squirrel.

GOOSE LOAD also for Fox, Turkey and Raccoon.

TRAP LOAD.

The New Remington Game Loads Are Wet-Proof

Remington Game Loads are furnished only in the famous Nitro Club Wetproof Shot Shells—they are absolutely waterproofed from primer to crimp by Remington's exclusive patented process.

Remington Game Loads Are Loaded to A Uniform Standard

of velocity, pattern and penetration, not simply with a given weight of powder. Why? Because no two lots of powder are ever exactly the same. Remington therefore test every shipment of powder and load the shells with the right amount of powder, regardless of weight, which will bring them up to the fixed standard of velocity, pattern and penetration.

Sportsmen Are Asking For Remington Game Loads

because they function right, rain or shine. They are always dependable and they are sure to get the game. To sum up

Remington Game Loads Mean Less Stock and More Sales

less outlay and more profits, less trouble and more satisfaction to your customers. That is why Remington game loads are carrying on with a rising tide of popularity among sportsmen, and dealers, alike.

GET YOUR STOCK IN NOW

ASK YOUR JOBBER'S SALESMAN FOR FULL PARTICULARS

Remington

REMINGTON ARMS COMPANY, Incorporated

Cunard Building, 25 Broadway, New York City

(REMINGTON UMC OF CANADA LIMITED)

EDISON MAZDA LAMPS

will be Manufactured at
The Canadian National Exhibition

Hundreds of Thousands
Will See Them Being Made

THE Canadian National Exhibition is visited every year by over a million people. Practically everyone attending the Annual Fair visits the Process building, which this year, will contain a model Lamp Factory complete in every detail. Here you will be able to watch Edison Mazda Lamps being manufactured.

Few articles are so interesting to watch, during the different manufacturing operations, as an Edison Mazda lamp. For this reason alone, the advertising value of the exhibit will be enormous. It will many times over pay you to visit our Model Factory and in addition feature Edison Mazda lamps in your store during the two weeks of the exhibition and immediately after.

Coupled with this exhibit we will launch in September the most elaborate Advertising Campaign we have yet attempted. Edison Mazda, already a household word, will be so popularized to the people of the Dominion that the sales resistance will be practically nil.

"MADE IN CANADA" BY

EDISON LAMP WORKS

of

Canadian General Electric Co. Limited



"Wear-Ever"
Aluminum Preserving Kettle

Such Luscious Preserves
with "Wear-Ever"

SPECIAL OFFER
for
LIMITED TIME ONLY
10 Quart
and
12 Quart
Sizes
Specially reduced in Price

YOUR preserves are certain to turn out tempting and tasty if you use this big ever-ready "Wear-Ever" Aluminum Preserving Kettle.

No stirring necessary! Fruit is not crushed—the heat is distributed evenly from the sides and bottom of "Wear-Ever" Aluminum utensils, and they are positively not affected by fruit or vegetable acids.

Go to any store to-day and get one of these while special prices prevail—while dealers have them in stock.

NORTHERN ALUMINUM CO., Limited
TORONTO

Replace Utensils that Wear Out with Utensils that "Wear-Ever"

SPECIAL!



Wear-Ever
ALUMINUM
TRADE MARK
MADE IN CANADA

A 10 Quart Genuine
"Wear-Ever"
Aluminum
Preserving Kettle
at a greatly reduced price

DURING the next few days we have authorized "Wear-Ever" dealers to sell our genuine "Wear-Ever" Aluminum Preserving Kettles at special reduced prices. This offer is to enable every woman, during the preserving season, to realize the exceptional advantages of "Wear-Ever." Ask your dealer to-day for yours. Other sizes also specially priced while they last.

NORTHERN ALUMINUM CO., LIMITED, TORONTO

Replace Utensils that Wear Out with Utensils that "Wear-Ever"

NO STIRRING! Heat is distributed evenly from the sides and bottom of "Wear-Ever" Aluminum utensils.

NO ACID EFFECTS! "Wear-Ever" Aluminum utensils are not affected by fruit or vegetable acids.

"Wear-Ever"
Genuine Aluminum
PRESERVING KETTLE



SPECIAL OFFER!
for
Limited Time Only
10 Quart
and
12 Quart
Wear-Ever
Preserving Kettles
at Special Prices

**No Stirring Necessary—
Fruit Not Crushed—**

Stirring is not at all necessary in a Genuine "Wear-Ever" Kettle because the heat is evenly distributed from the sides and bottom of the kettle, and "Wear-Ever" is not affected by fruit or vegetable acids.

THOUSANDS of Canadian Housewives have bought this big "Wear-Ever" Preserving Kettle since we first announced the special low price at which it is obtainable for a limited time only.

They are now using these cheery, cleanly kettles and getting that natural firmness and color of fresh fruit into the jars. The kettles they bought this year will do them for the rest of their lives. Order yours to-day, before present stocks are entirely exhausted. This is an unusual opportunity to save money on the purchase of a real "Wear-Ever" Aluminum utensil.

NORTHERN ALUMINUM CO., Limited, Toronto

Replace Utensils that Wear Out with Utensils that "Wear-Ever"

—each advertisement
10" deep — 3 columns wide.

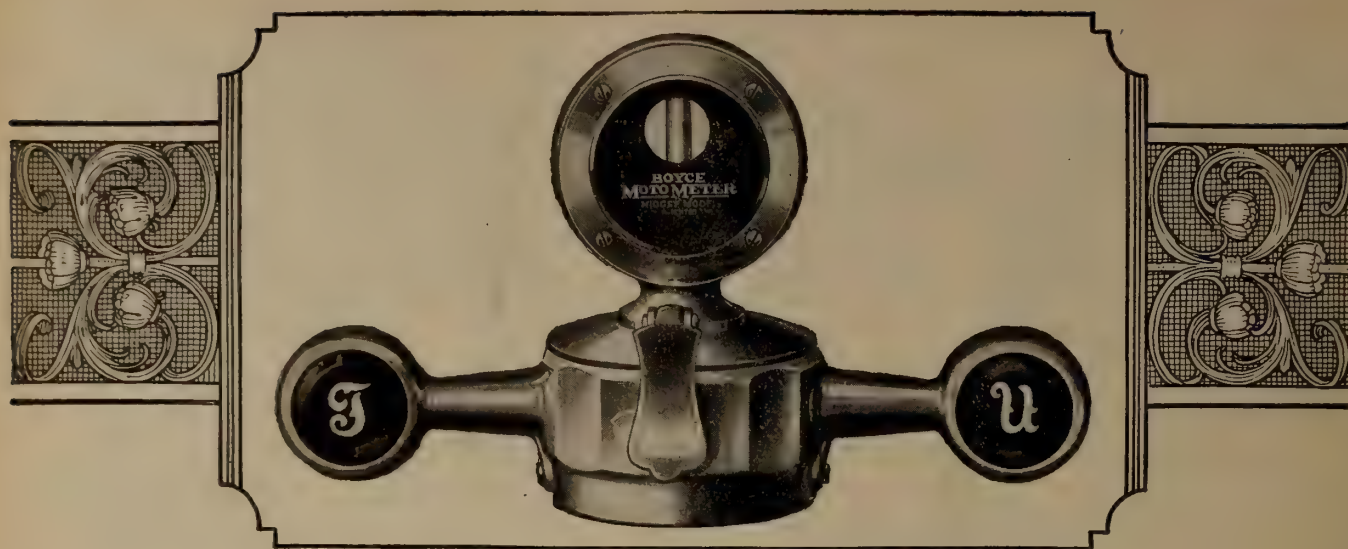
3 of the New Big "Wear--Ever" Advertisements

Our proposition is
an interesting one
for all Hardware,
Department, and
General Stores.

Write for particulars.

"Wear-Ever" Advertisements — all as striking and timely as these three, will continue to appear in the magazines and newspapers of Canada until the end of the year. Such a comprehensive campaign as this is bound to direct business to all dealers with "Wear-Ever" in stock.

Northern Aluminum Co., Limited
TORONTO



Announcing the Aristocrat Model for the Ford

Here is an important addition to the Boyce Moto-Meter line that will enable you to make a special appeal to the vast market of Ford owners.

The Aristocrat Model is a small reproduction of the larger instruments—doing the same work with the same unfailing accuracy—but with added features that enhance tremendously the appearance of the car.

The Schlaick lock with which the Aristocrat Model is equipped is a patented device that protects the Boyce Moto-Meter against theft and breakage. It can be installed on a radiator of a Ford Car in a very few minutes, but can be removed only by the

owner. In the bull's-eyes at either end of the cross bar are crystals under which can be shown the owner's initials, fraternal insignia, club emblems and a variety of designs which are listed on a return post-card packed with each instrument. Any of these designs will be supplied free of charge to the purchaser. Aside from its utility the beautiful design and clean cut finish of the Aristocrat Model make it a handsome ornament.

In the Aristocrat Model you have a new sales argument that is definite and convincing. This instrument appeals to the buyer of the light car, the largest Automotive Market in Canada.

BOYCE MOTO METER

The Motorists Choice—The Accurate Boyce
Your Car Deserves One.

To display the BOYCE MOTO-METER SERVICE STATION SIGN is to attract trade, not only on our line but all other nationally known brands of automobile equipment. We earnestly solicit the support of every good dealer to use this means to build more prestige both for himself and for us.



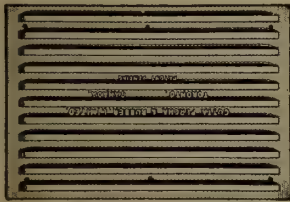
Ask 'Em to Buy



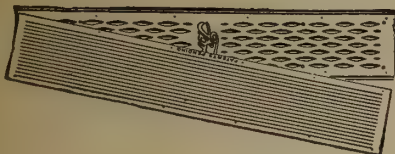
Rubber Headed
Mallets



Sealite Patche



Step Pads



Running Board Mats

"GUTTA PERCHA"

AUTOMOTIVE EQUIPMENT

Makes Successful Vacation Drives and Tours

At this season many of your customers are planning vacation tours to Mountains, Lakes, Woods or Seashore. Suggest to them the satisfaction that results from well-assorted purchase of "Gutta Percha" Automotive Equipment.

Sealite Patches, for instance, will take the curse off an unlucky puncture. They are so easy to apply, requiring no tools, merely the bare hands. The tube can be used at once.

"Quality all Through"

GUTTA PERCHA & RUBBER Limited

Head Offices and Factories, TORONTO

Branches from Coast to Coast

To the Retail Hardware Trade:

'HARRIS' HEAVY PRESSURE

THE COPPER COATED CAKE



Wrapped

is one of the most attractive, profitable and easiest handled line.

It is the finest General Service

BABBITT METAL

manufactured, and has a larger Demand for it than any other brand of Babbitt on the market.

Neatly wrapped ready to hand out. We put up a 2 lb. cake for small requirements.



Unwrapped

Order from your Jobber

THE CANADA METAL COMPANY, LIMITED

Winnipeg Montreal TORONTO Vancouver Hamilton

YANKEE TOOLS



No. 40

A Complete Line of Automatic Push Drills EACH ONE IS DESIGNED FOR SOME PARTICULAR PURPOSE PUSH DRILLS

Are an important necessity when working on wood, they can be used in so many places where a gimlet, brace awl or brace cannot be used. They assure you of a clean hole in hard or soft wood and prevent splitting.

Assort your stock and be prepared for enquiries. All Radio Fans are possible customers for Push Drills.



No. 41

- No. 41 The drill point moves backward in upward movement of handle to remove chips, has 8 drill points 1/16 to 11/64.
- No. 40 The drill point stands still in upward movement, has ratchet movement for hard or tough wood, 8 drill points 1/16 to 11/64.
- No. 44 Has special spring with adjustable tension, which saves drill points when regulated for hard or soft wood, 8 drill points 1/16 to 11/64.
- No. 42 Same as 41 but with wood handle.
- No. 43 Designed especially for light work, has only 3 drill points 1/16 to 3/32.

NORTH BROS. MANUFACTURING CO. PHILADELPHIA PENNA.

Canadian Sales Office:

ADCOCK & COMPANY, Limited
MONTREAL, QUE.

No. 44



EVEREADY FLASHLIGHTS & BATTERIES

Bring Trade to Your Store

The EVEREADY SPOTLIGHT—

This remarkable achievement in the making of flashlights represents an unusual opportunity for Eveready dealers. There is a great demand for this light with the 300-foot range.

THERE are six good reasons why dealers find Eveready a profitable line to handle. Eveready Flashlights and Batteries are advertised in a big way, from coast to coast. Eveready is a trade-marked name which represents a sure standard of honest value. The Eveready profit-margin is an extremely generous one. A stock of Eveready Flashlights and Batteries ties up only a very little capital. The sale of an Eveready Flashlight always leads to a number of repeat sales of Eveready Batteries. And, last, but not least, these Flashlight and Battery Sales bring a number of regular customers to your store. For the person who goes to your store to buy an Eveready Battery for his flashlight, forms the habit of going to your store for his other needs as well.

Ask your jobber about this profitable Eveready Flashlight and Battery proposition.

CANADIAN NATIONAL CARBON COMPANY,
LIMITED

Montreal

Toronto

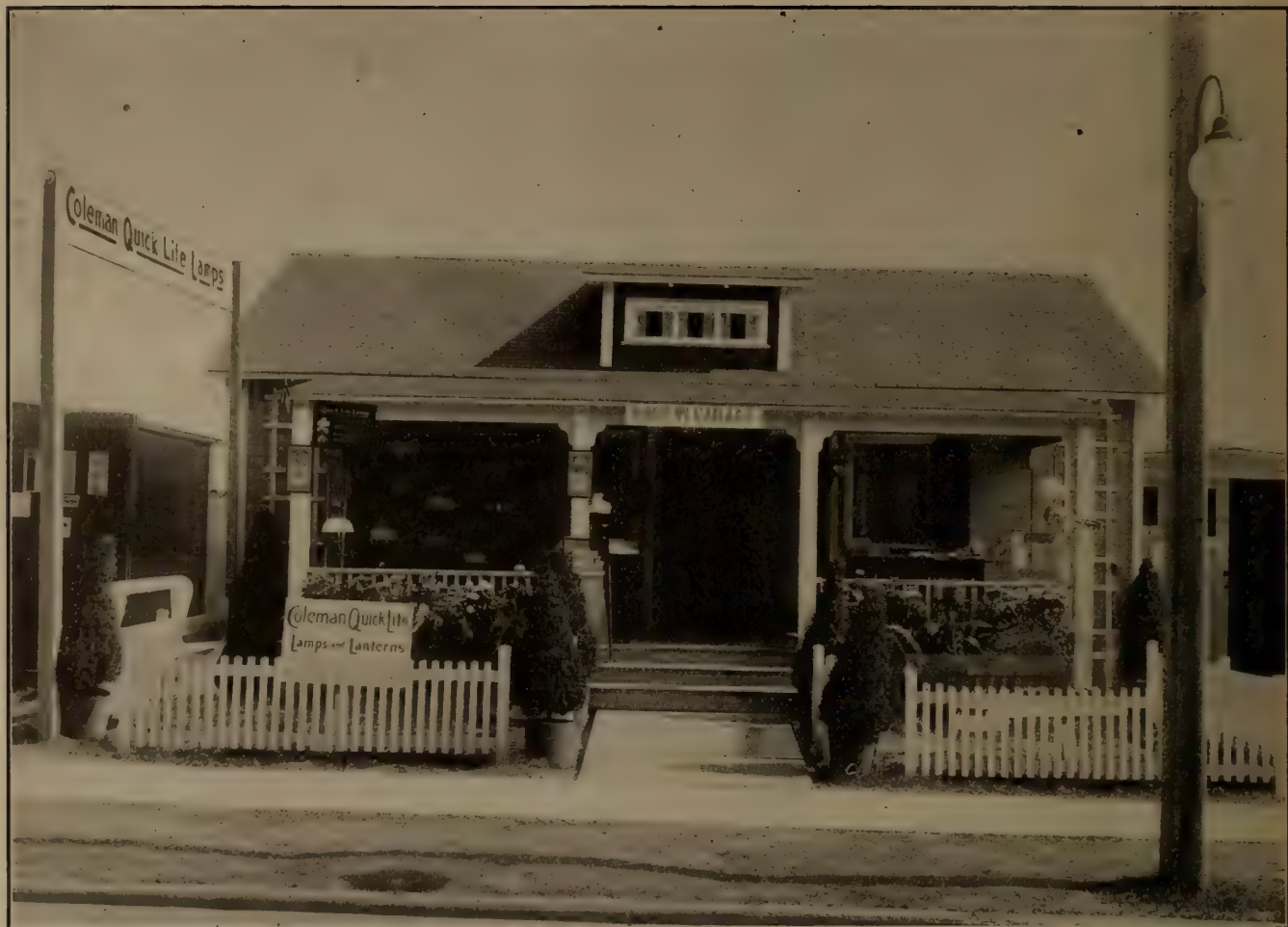
Winnipeg



SEE THE COLEMAN DISPLAY

Demonstrating "QUICK LITE" Lamps, Lanterns and Stoves.

ONE HUNDRED STEPS NORTH OF PRESS BUILDING AND GRAND STAND



AT CANADIAN NATIONAL EXHIBITION, TORONTO, AUG. 25 - SEPT. 8

The Coleman Building at the Exhibition grounds has been enlarged and the Exhibit formerly made in the Process Building, showing the various processes of manufacture of Lamps, Mantles, Etc., will be combined with the Demonstration of the Uses and Sales Methods of "Quick-Lite" Products in the Coleman Building.

**MAKE THE COLEMAN BUILDING
YOUR EXHIBITION HEADQUARTERS**

A REST ROOM IS PROVIDED FOR YOUR USE

WE ALSO INVITE HARDWARE MERCHANTS TO VISIT OUR
FACTORY AND SEE HOW WE MANUFACTURE "QUICK-LITES"



Coleman "Quick-Lites" are Made in Canada

The Coleman Lamp Co., Limited

Queen St. East, at Davies Ave.

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ACCESSORIES - SPORTING GOODS
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A Consolidation of
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and the
**CANADIAN HARDWARE
JOURNAL**
Established 1909

Vol. 15—No. 8

8 UNIVERSITY AVE., TORONTO, AUGUST, 1923

\$1.50 Yearly in Canada

GET BEHIND THIS MOVEMENT

A MOVEMENT is under way to protect wild game throughout North America by enlisting the aid of sportsmen in shooting game destroying animals and birds before they have an opportunity to cause destruction during the coming nesting and mating season. It is planned to have every sportsman interested in game protection, spend some time ridding woods, field and marsh of predatory hawks, owls and crows, weasels and others who annually kill ten times as much game as all gunners combined.

It has been stated that the red squirrel alone will kill 200 birds a season, while the great horned owl destroys annually covey after covey of quail. Special efforts are being made to enlist the aid of game lovers against the crow who is described as destroying individually more birds of all kinds, more bird's eggs and young poultry than any other bird that ever flapped a wing.

FARMERS SHOULD PAINT IMPLEMENTS

EVERY month brings a use for paint and varnish. For instance—farmers all over the country will soon be finished harvesting their crops.

Many valuable implements—plows, harrows, rakes, binders, cutters—all will soon be ready to be put away until next spring. It is a particularly good time now to call to the farmers' attention the economic importance of properly protecting these valuable investments with paint and varnish.

If our efforts to eliminate the valleys in paint sales are to be successful, we must take advantage of every opportunity of pointing out the protection which paint and varnish renders not only to buildings, but to equipment as well. The farm market is a large one. Let us not overlook it this year.

CANADA'S AGRICULTURAL WEALTH

FOR the year 1922 the total agricultural revenue of Canada was \$1,420,170,000 as compared with \$1,403,686,000 in 1921, \$1,986,082,000 in 1920, \$2,109,291,000 in 1919 and \$1,881,718,000 in 1918. The total for 1922 shows a net increase of \$16,484,000 or 1 1/2 per cent. as compared with 1921, and a decrease of \$565,912,000 or 28.5 per cent. as compared with 1920. Whilst field crops in the past year showed an increase of \$30,661,000, this was largely offset by a further decline in livestock values, the production for the year showing a decline of \$20,876,000 as compared with 1921, which in turn exhibited a material decline from 1920.

The entire agricultural revenue of 1922, amounting to \$1,420,170,000, is made up as follows:—Field crops, \$962,526,000; farm animals, \$77,548,000; wool, \$3,180,000;

dairy products, \$250,618,000; fruits and vegetables, \$55,855,000; poultry and eggs, \$58,815,000; fur farming, \$1,504,000; maple products, \$5,576,000; tobacco, \$4,548,000.

In agricultural revenue the Province of Ontario maintains a fairly wide lead, accounting for \$435,231,000 of the total. A Western province, Saskatchewan, has assumed second place with \$322,457,000; followed by Quebec with \$271,764,000. Alberta and Manitoba both come over the hundred million dollar mark with \$125,582,000 for the former and \$120,480,000 for the latter. Nova Scotia accounted for \$45,626,000; British Columbia for \$43,514,000; New Brunswick for \$39,370,000; and Prince Edward Island for \$16,146,000.

CUSTOMERS EXPECT YOU TO ADVERTISE

Did you ever figure that customers actually expect to be advertised to before they make up their minds what to buy and where to buy it.

A recent issue of "Printer's Ink" makes this statement: "Advertising practice has so lifted the thoughts of the public that people expect to be advertised to before they purchase, and have learned to depend upon the education to be obtained in this way."

Your customers and the people of your community are looking for you to tell them of the good values and the service which you have to offer them. Are you telling them this story well planned, well directed advertising? If you are not, you may be sure that others are doing so.

You can hardly blame the buying public for deciding that you have no story to tell if you do not remind them by constant advertising, and for patronizing the man across who is not so modest in telling of his store and its good values.

WRIGLEY MADE DULL TIMES BUSY

Wm. Wrigley, jr., in "System."

"The result of my investigation was that I signed up in the midst of the depression of 1907 for \$1,500,000 worth of advertising—our first national contract and a very large one indeed for us at that time. It was, as you see, another restraint in the face of an opportunity for immediate profit.

"But for once the policy did not involve the sacrifice of immediate profits even. We really had expected it would. We were after the vivid impression we thought we could make on dealers and consumers at a time when so few people were trying to sell them, and we were willing to pay something for that. We were willing to wait for our returns. But we did not have to wait. They came generously enough even the first month to meet what had seemed an enormous first payment on the advertising, due at the end of the month, and the payments every month thereafter were entirely met out of the increase in our profits, with a continually widening margin to spare."

Figuring Turnover In a Hardware Store

Holding Stocks from Season to Season is the Shortest Road to Failure says A. W. Burroughs.

COMMERCIAL agencies tell us that 90 per cent of merchants overbuy. That is, they load up with slow selling stock that must be paid for from the profits of other fast selling lines. Slow sellers are a dead weight on any business. They hold down sales, cut into profits as one hardware dealer says, "Holding stocks from season to season is the shortest road to failure".

Whenever you invest a certain amount of money in stock, and sell that stock, you have "turned" that capital once. Every time you turn it, you should make a profit. It follows then, that the more turnovers you get, in a given time, the more profit your business will pay.

Also, it doesn't take much figuring to show that a few dollars turned frequently will do the work of many dollars that move slowly, even though the net profit per sale is somewhat less.

The long profits of a few years ago are no longer possible in most lines of business. Retailing and general business conditions have changed amazingly—changed so rapidly that the average man, busy in buying and selling and cultivating new business, has had little chance to analyze these changes and adapt his methods to them.

The result has been that the average merchant, held down by a selling price that he could not change to any great extent, and with his costs rising slowly but steadily, has been forced to business on an ever narrowing margin. In order to make a satisfactory annual profit last year, one well-known store had to turn its stock six times, where a dozen years ago, when a larger profit per sale was possible, one or two turns a year were considered a good showing.

Of course, no merchant can wave a magic wand over his store and start his stock into instantaneous activity. What he can do, it to succeed by careful buying, intelligent handling of stocks, intensive selling methods, and leak-proof accounting, in increasing his volume of sales without a corresponding increase in stock investments and overhead. This means that he will pay out a lower percentage for costs and take in more dollars of profit.

The number of times a year the stock of a business is turning can be figured by dividing the year's sales (figured at the cost of the goods) by the average value of the stock on hand during the year.

The cost value of goods sold last year in a certain store amounted to \$50,000. The stock records showed that an average of \$10,000 worth of goods was carried. Of course, there was more than this amount on hand at some times, and less at others, but the average for the year—the only safe basis for figuring turnovers—was \$10,000. This goes into \$50,000 five times—or this business succeeded in making five turnovers.

Sales (at cost), \$50,000—5 Turnovers.

Stock (at cost), \$10,000.

There is another way of figuring turnovers that in many cases is equally satisfactory. That is, to take the total sales, at selling price, and divide by the retail value of the stock.

Sales (at selling price), \$75,000—5 Turnovers.

Stock (at selling price) \$15,000.

A very natural mistake can be made—has been made in some cases—where a merchant takes his total sales at retail and his stock at cost and attempts to find the number of times his capital has returned. See what happens.

Sales (at retail), \$75,000—7½ Turnovers.

Stock (at cost), \$10,000.

The result of this mixed figuring is to show 2½ more turns than were actually made and naturally figures gotten in this way are worse than useless—they are dangerous because they are likely to lull a business into a false security.

The number of "turns" made in a year's time is different in every business—in every store.

Merchants who have kept track of sales and stock in the various departments of their stores have found that no two lines will turn the same number of times.

Figures recently given out by a large middle western store showed a variation of from 1½ to 14½ turnovers in different departments. The average for the whole was a trifle over five complete stock turns.

A few years ago, the idea of classifying the accounts of an ordinary business by departments, was almost unheard of. Such a refinement of bookkeeping was thought unnecessary in any but the largest concerns. But with the last few years has come a realization of the importance of knowing not only how the business as a whole stands, but exactly what each important part of it is doing.

In other words, even the proprietor of the smallest retail store is coming to look on his stock as being grouped into a number of departments; and, if he is wise, he keeps separate records of the sales and the stock carried in these departments. He charges a share of his expense against each department and figures what profit it is paying him.

Where such records are kept, it is an easy matter to find the turnover in each line.

Even though the whole stock may be moving at a satisfactory rate, it is by no means uncommon for one of two lines to be far below the average. Other lines—the fast moving, profitable ones—must bear the load of this "dead" stock.

Naturally, once you know just which lines are moving as they should and which are not, you can get behind the stagnant stock and stir it into activity. Some goods which prove hopeless may have to be sacrificed and dropped. It takes courage to do this, but it is cheaper by far than to load your shelves with it while depreciation and overhead eat up the investment.

The average department store makes seven annual turns; the variety store, six; the druggist, four and one-half; the dry goods man, four; the furniture store, three; the shoe dealer, two and one-tenth; the clothing merchant, two; and the jeweler, one and one-half.

Classify your sales, costs, stock and turnovers by lines—then use this information to speed up the slow selling goods and to cash in on the paying lines. Aim to keep your stock clean, attractive and new. Buy only in quantities you know you can sell.

Establishing stock limits that are only high enough to take care of the demand prevents overbuying, keeps down capital investment, and removes the inclination to indulge in too many so-called "snaps".

Above all, keep before yourself the four "golden rules of turnovers":

1. Locate the fast moving lines.
2. Weed out the unprofitable lines.
3. Establish definite stock limits.
4. Concentrate buying among a few concerns, preventing duplication of orders, cutting down book-keeping, and insuring better co-operation and less danger of over-stocking.

How To Compete With the Chain Stores

How the Ambitious Retailer Can Expand His Business and Fight His Chain Store Competitors With Their Own Weapons—Handling the Sales Force.

The Fifth of a Series of Copyrighted Articles by WALTER H. HAYWOOD and PERCIVAL WHITE

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IT is generally agreed that the most difficult problem of the chain organization is to pick out and train its clerks.

As the chain expands in size this problem, naturally, grows more weighty. Human nature is very difficult to standardize, especially at a distance, and, even through the medium of a store manager, and the supervision of a district manager, the big chain organization, with its central office perhaps hundreds of miles away, encounters a man's size job in trying to handle the clerks of its branch stores.

To compensate for the lack of personal touch which the owner of a small independent store maintains over each of his employees, the big chain is obliged to entrust the choosing and training of its personnel to a special department whose functions may be classified as (1) Selection of Employees, (2) Education and Training, (3) Health, (4) Maintenance of Morale.

The merchant starting a small local chain of from two to ten stores will probably be able to act as his own Personnel Department, and will enjoy a substantial advantage in not having to delegate its functions to others. Nevertheless, consideration of the standardized practices of the large chains in handling their salespeople may be productive of several practical suggestions which would enable the small chain proprietor to improve his organization, and which might prove helpful even to the independent retailer.

The first point to be noted is that in the chains which use scientific methods of hiring there is an exceedingly small labor turnover. This is because men who are chosen for sales-clerks enter the service of the chain with the idea of ultimately becoming store managers. It is a fixed policy of practically every great chain system to fill all higher positions from within the organization. A man must start in at the bottom and work his way up. In the Woolworth organization every executive, from the store manager up, has begun at the bottom. Every executive in the United Cigar Stores chain has served behind the counter; and the same thing might be said of any other national chain. It is realized that the store clerk does not reach his highest point of efficiency unless he is offered a definite hope of promotion. The opportunity which the chain offers to a man without capital to become a store manager insures the average chain an adequate supply of men, or women, of the right type.

There is an unusually large proportion of rejections by the big chain's employment department, for it is borne in mind that in hiring a clerk for a branch store, potential material for a future executive is also being selected. No attempt is made to paint the job offered as an easy one. On the contrary, pains are taken to impress upon the applicant the fact that work on the lower rungs of the chain ladder is particularly exacting; that, although there are certain stated closing hours, these are by no means regularly observed; the clerk may often have to remain after the store is closed to pack away goods received from the warehouse, ready for the next day's trade, or for other routine work. If the candidate winces at these prospects he is looked up on as not the kind of material desired, no matter how promising he may be in other respects.

Previous selling experience is not generally regarded as essential. In fact, some chains consider it an objection, because they find it far easier to teach their policies and methods to a man or woman who has no preconceived selling ideas. In this, and the other considerations which enter into the selection and hiring of clerks, no standard practice can be set down. The employment department of every chain has certain definite qualifications which an applicant is required to meet, but these, naturally vary considerably with the kind of business, and the policy of the chain. It is worthy of note, however, that some chain employment managers attach a great deal of importance to an applicant's capacity for "remembering faces". The value of that trait in a sales-clerk is, of course, obvious, and the small chain proprietor, or independent store-keeper, might well bear it in mind when sizing up an applicant.

In the training of their salespeople the chain organizations follow one of two methods. The first is to train the clerk before he actually goes behind the counter, and the second is to train him after he has begun to sell. Which-ever system is followed, the training is generally classified under the following heads:

1. Policy of the chain.
2. Knowledge of the product or product sold.
3. Arrangement of the store.
4. Store routine.
5. Service to Customers.
6. Miscellaneous points, differing according to the nature of the chain.

Almost every chain has a particular policy in regard to the conduct of the clerk while making a sale, and it is regarded as very important that this conduct be standardized. A customer going into one branch of the chain should find exactly the same service that he finds in another branch. In some chains clerks are required to remember the names of all customers. The rule of the United Cigar Stores chain requiring the clerks to say "thank you" after every sale, is generally known. Other chains dwell on the value of a smile when making a sale, and still others on an even and well-trained voice. All these, of course, are old tricks of salesmanship, but the chains have done more toward making a scientific study of retail selling than any other retail organization in the country, with the exception of some department stores. The chain organizations train their clerks to treat customers in such a way that from transients they will become regular patrons.

Discipline is an essential part of chain store organization. Discipline does not necessarily mean that the clerks must say "mister" when addressing the manager—a policy which one chain vainly attempts to enforce. It is regarded by most chain executives as something much broader and more important. In a way every branch store in the chain, and every clerk in the store, is a representative of every other store and clerk in the system. If a clerk in one store of a chain sends away a disgruntled customer, that customer will hesitate to go to another store in the chain, no matter how amiable its clerks may be. Thus discipline in a chain

organization means the uniform observance of policies laid down by the central office as wise and proper.

Rules and regulations become but printed words, without effect, unless there is some method of enforcing them. While such enforcement may be accomplished by the constant inspections which the chain organizations make through their corps of expert investigators, it has been found that the best results are obtained by bringing home to the clerks of the branch store appreciation of the fact that discipline must be enforced for the good of everyone concerned. This can be done by developing a high morale.

The morale of an organization may be called its mental state. It manifests itself in the following three ways: (1) Effective discipline, cheerfully submitted to, (2) Spirit of co-operation, (3) Increased profits to personnel and firm. The business which maintains the morale of its organization at a high pitch is usually successful financially, because this condition is directly reflected in profits.

There are five points ordinarily considered by the chain management in its efforts to improve and maintain its morale:

1. The company must inspire the employee with confidence in it, in its officers, and in its policies. This is a necessary requisite for morale, since there can be no discipline and teamwork where there is no confidence.

2. The company must give its employees some financial interest in the business as a reward for efficient service.

3. The employee must feel he is working towards definite goal. Through his own experience and by observing others he must realize that promotion is won mainly by his own efforts. He should be shown how he is progressing from week to week and from month to month.

4. The element of competition should be present. The clerk in the store should be able to compare his achievements with those of clerks in other stores. Furthermore, some degree of responsibility should be thrown upon his shoulders.

5. The company should try to make its employees feel that they are members of one family. That is, it must make them acquainted with each other and with the company. The employee should feel that what touches the company's welfare, touches his as well.

No organization can score one hundred per cent on the question of morale, but it is possible to maintain morale on a high level. Which particular methods are used depends a great deal on the size of the chain, and also of the size of the units of the chain. The small chain can do without, and in fact, from motives of economic operation, must do without such methods as the publication of a house organ, which are found very effective in the case of the big chain organization. In the very small chain, morale is enforced and maintained by daily personnel visits of the proprietor of the chain. Even here, however, additional results can be achieved by adopting some of the methods of the big chains, such as individual personnel records, conferences, contests, rewards and special bonuses, etc.

In all big chains records are kept on some basis which fairly show the individual merits of every man. By these records it is possible to watch the progress of a member of the organization from the moment he steps behind the counter. In the National Drug Stores chain, for instance, the facts about every clerk are noted on a card. When a vacancy in a higher position occurs, these cards are consulted and the man whose record shows the most desirable characteristics for the position is sent for and interviewed. In a small chain, whoever decides on promotions will probably know the personnel individually. Nevertheless, the card index system is helpful, in the circumstances, because

it can leave no doubt in the minds of the unsuccessful candidates as to the fairness of the decision.

As stated in a previous article of this series, conferences are an important factor in maintaining morale, and in the case of the small local chain it is possible to hold these conferences more frequently than in the case of the big chain organizations. The latter often make it a practise to call a special conference when the percentage of a certain member store shows signs of falling off. The entire staff is called in to go over the specific problems of the particular store, and the result frequently shows that the bad conditions are due to external circumstances not apparent at first glance. Thus unjust action is avoided. The company is prevented from administering a reprimand which, in the circumstance, would do far more harm than good.

Nothing is better for the morale of a chain organization than a good contest, with worthwhile prizes for the winner. Everybody is on his, or her, tiptoe, and sales are bound to pick up. The most common plan is to give cash prizes to stores making the most sales, to be divided among the employees of that store. The contest may be conducted on the basis of the store making the most sales, or on the basis of the store which shows the greatest improvement in sales over the previous month.

The more publicity given to these contests, the better success they have. If no house organ is published, bulletins should be sent out. It should be borne in mind that the "fame" of winning generally forms as great, if not a greater, incentive than the prize itself.

Rewards are closely allied with contests, the difference being that in the latter case there is open competition, while in the former the result is, as a rule, unsolicited. In making rewards for special cases of merit it is well to consider that here, too, publicity is an important factor. When an employee of one great national chain performs any service which is deemed worthy of special recognition, the president of the company writes him a personal letter of commendation and thanks, usually accompanied by a check, and this letter is always mailed in a flaring red envelope, so that everyone in the store cannot help knowing that it has been received, and the nature of its contents. To make matters doubly certain, the reward is also announced in the monthly bulletin.

Most chains give Christmas presents, at which time special merit may be rewarded. Frequently the basis of the amount of a Christmas present is the length of service, thus placing a premium on steady employment.

Some chains have adopted a policy of giving outings, to which all employees are invited. Such a policy is found very effective in increasing the feeling of good-will among the organization. A chain which does not possess the good-will of its employees may be counted a failure. No matter how methodical and machine-like its methods of supervision, it cannot substitute methods for men. A chain store organization must build up a structure of personalities, not of mere store fronts.

On what basis should the sales-clerks of a chain organization be remunerated? A survey of the entire chain field reveals that it has been found almost universally true that the flat rate gives the poorest returns as far as sales effort on the part of the clerks is concerned. Wherever commissions are given, or bonuses for increased sales, the results are almost immediately apparent in the attitude of the clerk, and the volume of sales, some chains, particularly shoe store chains, follow out a plan by which the clerk is given a bonus only on goods which the company particularly desires to sell. That is to say, on staple lines there is no bonus because there is little selling effort re-

quired. On seasonal and special goods there is a large bonus, because the selling effort is correspondingly high.

Generally speaking, the more sales effort that is required to sell the goods, the higher the salary that must be paid the clerks. In many chains salaries can be kept low because of the prospect for advancement held out to the clerks. In the chain drug stores a commission is usually paid to clerks for selling private brands, or it may be possible for the manufacturer of a nationally advertised article to make some arrangement by which the clerks are given a bonus on what they sell of his goods.

Clerks on a commission basis have often complained that at some counters it was possible to make twice as much commission, with half the amount of work, as at other counters. Some managers have tried to equalize this by moving poor selling articles to main traffic channels, or having a bargain counter adjoining etc.

The local managers of the big chain organizations are usually allowed to hire their own help, provided the pay-

roll is kept within certain percentage limits in relation to sales. This percentage figure in some cases comes as low as eight per cent, and in others as high as fourteen per cent, depending on the size and nature of the chain. The payroll, by means of hiring extra workers for Saturdays and the holiday season, is kept at a pretty constant figure, a deficit during the slack season being made up by a surplus at Christmas.

It may safely be said that the worst temptation the chain employment manager has to face is the availability of cheap help. One grocery chain found it possible to get men and boys to work from two until six, and all day Saturday, for five dollars per week. An assistant of this sort sweeps the floor, washes the windows, packs away the supplies, and generally reduces store overhead. But facts and statistics have been tabulated which seem to prove conclusively that well paid clerks, even in the five and ten cents chains—which are notable for their cheap help—are a good investment.

Are Your Clerks Earning Their Salaries

A Simple Plan for Checking Up the Sales of Every Clerk and Every Department.

A SUCCESSFUL merchant in the west has worked out a plan which keeps him informed at all times on just which clerks and which departments in his store are paying their way, and which are burdens in his store.

He figures that a clerk's salary should represent no more than a fixed sales expense percentage of the total merchandise he sells. Let us say, for example, that he is paying a clerk \$25 a week. He knows from his records that he can allow, say 5c out of every dollar's worth of goods sold for the salary part of selling expense. If the clerk sells \$500 worth of goods a week in that particular store he is just barely earning his wages; if he is selling less than that, he is losing money for the store. And this merchant feels that where that condition continues for any length of time it would not be fair to himself or to the clerk to keep him.

A Two-Record System

There are two simple records in this system. They are headed up "Sales by Clerks" and "Sales by Departments." They are simply blank sheets of paper ruled off into columns and headed up in one case by letters to indicate departments; and in the other case by the names of the clerks themselves. Each day's sales are recorded both by departments and by clerks and the totals found.

The first thing each morning the proprietor or his stenographer-bookkeeper sorts the sales slips by clerks. He happens to have seven clerks. The illustration would be just as good if he had one or two.

The clerk's sales for the previous day are listed and totaled in the proper columns on the "Sales by Clerks" form. The bookkeeper then finds the total sales for each clerk for the month to date.

Sales Regulate Salaries

In his desk are records of this sort for several months. Thus, the proprietor has, at his finger tips, complete information about the usefulness of every clerk in his employ. He pays every man a fair wage and every one of them knows that he is rated on results alone.

In addition to keeping each clerk's sales for the month to date some merchants also figure out the salary part of the selling expense of each clerk to date. With this informa-

tion they are able to tell at a glance what clerks are helping to keep the selling expense within the limits which have been fixed and what clerks need immediate attention.

When the time comes to adjust salaries these merchants consider their records of "Sales by Clerks." Every adjustment is made fairly and without jeopardizing the margin of profit that is due them.

A system such as this must invariably result in keeping every man in the store right up on his toes. In this western dealer's store you will usually find the clerks working at top speed and acting as real salesmen rather than mere order-takers.

If a customer comes to buy some paint, his wants are taken care of first and then the suggestion is made to him that possibly he will want some nails. Or, if a man buys a razor, the clerk calls his attention to the fine stock of shaving brushes which the store carries.

This dealer watches his department just as closely as he does his clerks and applies the same rule to them. Each department has got to earn its share of the store's total profits or furnish a good reason for not doing so.

After figuring the total sales by clerks, the bookkeeper figures them by departments. Each department has a certain quota. This quota is based on a certain number of stock turns a year. The proprietor knows that if a department falls below this quota he is losing money on it just as surely as though a thief were sneaking it out of the cash register.

Figures Help Buying

With accurate sales information always at hand, the merchant can buy with greater assurance and more exact knowledge. He can jack up any lines that are slack. It is simply a case of getting the facts and using them intelligently.

The charge has been made frequently of late that retail merchants do not apply scientific rules of business to their own problems, that they are slipshod in their methods, and that, for that reason, so many fail every year. The plan suggested here may be one step in the right direction.

Bigger Profits Ahead In Paint Specialties

Hardware Dealers Lose Money by Overlooking the Opportunities
in the Interior and Specialty Lines.

Carl W. Dippman, in "Good Hardware"

AN eastern store recently used its regular daily newspaper space to advertise a one-day sale of interior enamel. The next day 200 women visited the paint department and made purchases of this enamel. Most of them made other purchases of paint and varnish. In addition to the money taken in for enamel, the store doubled its general paint and varnish business that day. Many people visited that paint department for the first time and the majority of them made later purchases.

Now, why was this sale such a success? Simply because there were at least 290 women in that particular city in need of enamel before the sale. All the store did was to present the proposition to these women so skillfully that they acted and bought, and incidentally made many more regular customers for the paint department.

This market existed for any other dealer in town who could bring the enamel and the women together.

That raises the question: "*What are the possibilities in the interior and specialty paint field? What are the opportunities for the sale of shelf lines?*"

It may surprise many dealers to know that the possibilities for the sale of shelf lines are four time greater than for the sale of outside paint in the average home. Yet the dealer's volume is often split in the proportion of less than 50 per cent. in shelf lines and more than 50 per cent. in outside finishes. Many hardware dealers are putting all of their pressure on the sale of outside paint and are neglecting the big inside and specialty business.

FLAT PAINT BECOMING POPULAR

Think of it! In the average house there is three times more inside wall and ceiling surface than there is outside. Flat paints are rapidly becoming more popular. Almost every public building has its interior walls and ceiling painted with a flat finish. The same is true of the better residences and even the small modest houses are following suit. The percentage of walls painted with flat paint is getting larger each year. Here, indeed, is a big paint market, which is, as yet undeveloped.

There, is more than half as much floor space in each house as there is outside wall surface. Floors receive hard wear. Here is another paint possibility almost as large as the outside wall market. Many floors are painted every year; outside walls only once every four or five years.

There is one automobile to eleven people. Most of these cars are repainted regularly. Every Ford owner is a prospect for some hardware dealer.

There are yards and yards of baseboard, doors, casings and standing woodwork in every building to say nothing of furniture and radiators, forming a vast paint market, almost as large as the market for outside house paint.

So the dealer who wants a good future will look after his shelf goods lines. That does not mean neglecting the outside paint business, but instead of placing *all* of the pressure on the sale of outside paints, get after the specialty and inside business as well.

It so happens that women buy a large part of the shelf goods lines. In a check made in a store that sells shelf goods almost exclusively, it was discovered that more than

90 per cent. of the paint is bought by women. In promoting this business, then, the appeal should be directed largely to women. The strategy of selling to women is different from selling to men. The department stores have worked the difference out scientifically so that the hardware dealer can well afford to copy some of the department store stunts in promoting the interior and specialty paint business. He should, above all, popularize his paint department with women.

What are some of the methods of popularizing or department-storizing a paint department? One of the most important considerations is display of the goods. To popularize paints and varnishes you must make every customer who enters your store look at your stock of paints and at your displays. That involves bringing your stock up into the front of the store where people are forced to look at it. Last month we reproduced a model shelf that is well adapted for a stock of paints in the side shelving. But if you have room for a display in the center of the floor, that is an even better location.

Then think of the possibilities through window displays. Few dealers really get the most out of their windows. When a dealer arranges a pyramid of paint cans and lays a few brushes in the window, he is getting less than 25 per cent. of the window's value. He does nothing more than remind the passer-by that he sells paint and he probably impresses the brand name.

The ideal window on shelf lines does at least three things.

1. It promotes the paint idea—it tells people of the necessity of paint, its beauty, its sanitary value and economy. It makes people want paint.

2. It shows the application of paint—how easily it is applied—how simple it is to get a desirable effect. It will make a woman want to get a brush and do some painting herself.

3. It should exploit the brand, the dealer's store and his service. If it shows new uses of paint, so much the better.

During the war labor was scarce and expensive, so thousands of women learned to use a paint brush just as they learned to knit. The knitting interests are spending thousands of dollars in keeping those women interested in knitting and in teaching the art to other women. Just so the paint dealers should keep women interested in painting, and should constantly teach the use of the brush to new ones. Don't forget that every time you teach a person to finish a surface, you have made a new customer. Women who do their own painting will buy several times more paint from you than those who hire it did. The woman trade should be handled with great care, and careful instructions for applying the material should be given with each sale. Women can be taught to get pleasure out of painting and varnishing, and some of the money they save by doing the work themselves usually goes into additional paint and varnish.

The dealer should begin talking about the many uses for which such finishes as auto enamel, varnish stain, inside floor paint and outside house paint can be used. He should carry only the necessary colors and sizes and should

gradually eliminate the unnecessary ones. He should bring pressure to bear, (individually and through his associations, on the manufacturers asking them to mention more uses on the label and the literature of the standard lines. It is our guess that manufacturers will be more than willing to cooperate with the dealers and eliminate from their catalogues parallel lines and duplications. At present manufacturers are more or less helpless until the dealer shows a willingness to cooperate. The saving is just as great and vital to makers as to dealers.

When the paint and varnish lines are once standardized there will be a great saving to the public and more profit to the dealer. If through standardization each hardware dealer could reduce his inventory by only \$100, it would release for other uses more than \$4,000,000. Six per cent. interest plus 4% stock carrying charges on \$4,000,000 amounts to \$400,000 in cash each year. This amount is lost by the hardware dealers alone, to say nothing of the loss to paint stores, department stores, drug stores jobbers, warehouses and manufacturers. This waste can be prevented. Standardization of the paint line, the selling of utility paints and varnishes, and the promoting and advertising of a variety of uses for each product instead of an especially made product for each surface or use, form a good basis for a beginning. The consumer, dealer, manufacturer, salesman and trade publisher each has a part in the solution.

DEMONSTRATION BRINGS \$1770

Demonstrations and paint revivals certainly have a great value. During the duller part of this paint season, a hardware dealer in a town of 2,000 people sold \$1,770 worth of paint and varnish during a three-day demonstration. There are many cases of even greater success. The benefit does not stop with the demonstration. You promote the paint idea, you teach many people the paint habit. A demonstration starts things from which you reap profits for many months. No doubt your manufacturer will help you stage a demonstration. It will do much to popularize your paint and varnish department.

Many manufacturers have special deals from time to time, or special promotion stunts. Sometimes, customer buys one can and the manufacturer gives another free; it may be a coupon or a contest proposition. Women are especially susceptible to that sort of thing and fall hard. Take advantage of such deals that your manufacturer has to offer. Many of the best hardware stores do it.

Don't be afraid to put on a special sale of your own occasionally. If it is good business for a department store to have a one or two-day sale during which a "special" is offered at a reduced price, why isn't it good business for a hardware store? That doesn't mean, of course, that a dealer should consistently go after business by underselling his competitor. That's a cheap, destructive practice that no good business man can afford. But giving a special value for a day or two gets a lot of women into your store, and gives you an opportunity to give them a good talk on the uses of paint or varnish—that will increase the use of paint and even benefit your competitors.

Now, a word about the stock of interior finishes and specialties. There are so many different kinds or classes of paint and varnish in the interior and specialty group, many of which are put up in various sizes and colors, that there is great danger overloading, and of investing too much money compared to the volume of business and the turnover. Don't forget, the minute you slow down your turnover and pile up slow-moving or unsaleable sizes and colors, your profits diminish.

There are colors, sizes and some lines that you need not carry at all. If you know your line well, you can entirely

eliminate some specialties. Get your stock down to a minimum of colors, sizes and lines, then stock the ones you do carry liberally. Sell each product for as many different uses and surfaces as you can. In this way, you can keep your number of specialties down and eliminate some lines altogether. Do not duplicate lines and brands. Don't try to handle all of the brands made. Select what best meets your local needs, then stick to it. The cumulative effect of building up a good volume on a well-known brand is much better than taking up every fad that comes along. If you stick to your line, the manufacturer will give you much better service and more help in selling than if you shop around and try to handle everybody's goods.

Be careful in buying ready made assortments. They are usually made up along general lines and may contain sizes and colors you do not need. If the assortment appeals to you, always check the colors and sizes before you buy. No doubt the manufacturer will be glad to substitute saleable colors for the slow-movers in your territory. Buying assortments carelessly is a sure way to pile up dead stock.

There is one phase of the paint and varnish proposition that needs careful consideration. Here it is: *There are too many specialties, colors and sizes in the paint and varnish line on the market to-day.* There is no real need for many of them. There are many parallel labels that exist for no other purpose than a fancy. Many specialties could be eliminated as far as any real needs are concerned. Let us illustrate by taking a product like automobile enamel.

AUTOMOBILE ENAMEL USES

Paint chemists tell me that this product, namely, automobile enamel, as it is made by some manufacturers, or as it can be made, can be used successfully on the following variety of surfaces: automobiles, buggies, motorcycles, baby carriages, canoes, aeroplanes, motors, gas engines, tractors, motor trucks, implements, tools, wagons, lawn swings, lawn furniture, oil stoves, stovepipes, water-pipes steam-pipes, hydrants, plumbing fixtures, radiators, fireplaces, fire plugs, lamp posts, fire escapes, iron fences, trim hardware electric motors, cream separators, interior furniture, ice-cream tubs, store fronts, gasoline stations, and many other surfaces. Why not? There is no great difference in the nature of the exposure of these surfaces. An enamel, such as a good auto enamel, withstands all kinds of weather, hard wear, friction, a surprising degree of temperature change, grease, fumes, etc. Then why a whole variety of special finishes for the above-mentioned surfaces? Some manufacturers list as many as six or seven distinct lines and more than 200 individual items to take care of the above demand. One, or at the most two lines can do it. It is true that the average line of auto enamel as it stands to-day may need one or two more colors to take care of some of the above demand. That's easily remedied—add them. Then too this grade of enamel may be too expensive for some of this work, but why not make a few colors in a lower-priced grade? The problem will still be simpler than it now is.

Of course you will say that a man will not buy the same finish for his automobile as he used on a gas engine unless it is camouflaged. Probably not at present, but why not? Because in too much of our paint talk and advertising we have put all the emphasis on the fact that this particular product is specially and exactly made for that purpose, inferring that for any other particular surface, a paint must be specially and exactly made to meet that specific use. We have put so much emphasis on talking about a special paint for one particular purpose that we have neglected the real big paint idea of mentioning and playing up all of the purposes for which a paint can be used.

FORM A VERMIN HUNTING CLUB

Every person owning a gun is eligible to be a member. Charge no membership fee unless it is necessary. Make rules that are best suited to your location. Select two men to serve as Team Captains. Let each Captain select his team.

Have vermin shooting team races to cover one to ten or more days, losing team to pay for a dinner. County and Inter-county team races. Township and Inter-township team races. Gun Club and Inter-gun club team races, etc.

Offer prizes for high daily individual score.

Offer prizes for high team final scores.

Offer prizes for High Man on each team final score.

The following is a list of suggested points to be given to contestants in figuring their scores on amount and kind of vermin shot, these points to be used in awarding prizes to the contestants should any prizes be awarded or donated by interested parties. These figures could be altered to suit local conditions.

	Points
Hawk	5
Crow	1
Great Horned Owl	5
Weasel	3
Bob Cat	25
Red Squirrel	2

EXTRA AWARD OF POINTS

Killing 25 Crows in one day	15 points extra
Killing 3 Hawks in one day	5 " "
Killing 3 Owls in one day	5 " "
Killing 3 Bob Cats in one day	25 " "
Killing 5 Weasels in one day	10 " "
Killing 5 Red Squirrels in one day	5 " "

Contestants will receive credit for all fractions of the numbers killed over the above amount; for example, if a contestant killed 35 crows he would be entitled to 35 points plus 15 points for having killed 25 or more plus the pro-rata share of the extra ten killed which would be 2-5 of 15 or 6, making the following total:—35+15+6=56 points in all.

Adopt These Club Rules

1. I will not commit an unsportmanlike deed of any kind.
2. I will not shoot or disturb game out of season.
3. I will treat other persons' property with as much or more respect than I would treat my own.
4. I will not trespass on any posted property without the owner's consent.
5. I will observe all Game Laws and assist in the enforcement of same.
6. I will observe property owners' rights by closing gates, replacing fences and will not disturb stone walls or other material unless absolutely necessary and will endeavor to replace the same in its original condition.
7. I will not molest, abuse or intimidate any domestic animals or poultry and will avoid putting them in jeopardy in any manner.

All game destroying animals and birds are classed by sportsmen and game lovers as vermin, and hardwaremen should encourage the organization of vermin-hunting clubs. Members of established gun clubs should also join in the movement by going into the woods and shooting as many game destroyers as they can find.

PERSONAL LETTER ANNOUNCES SALE

For the past two years the Pearce Hardware Company have held a dollar aluminum sale. For the last sale a personal letter was sent out by each of the sales staff with excellent effect.

The clerks take the names of those customers who often trade with them, and the letter, after outlining the success of the past sale, announces the one which is forthcoming. It reads like this:

Dear Friend:

On June 30 last Mr. Pearce conducted a "Dollar Day Sale" which was the biggest he ever held. The aluminum ware marked one dollar during this sale seemed to be a particular favorite with our customers, and a large quantity was sold.

Ever since this sale we clerks in the store have had customers ask us when another such sale was to be held. We have told Mr. Pearce of this, and he said if he could get another lot of aluminum cooking utensils to sell at the same price he would put on the sale.

Now he has secured the second lot and these will be placed on sale next Saturday. Read the circular which I am enclosing, remember the date, and all the other salespeople as well as myself will do our best to give you service.

Yours truly,

MABEL JONES.

The letter had an excellent effect, and the second dollar aluminum sale was even more effective than the first. The signing of the letter with the sales-person's given name, and the emphasis on the fact that the salespeople themselves were interested in the sale, and anxious to give good service, had just the right effect, and the aluminum, as well as the other merchandise offered, sold readily.

Building construction throughout Canada is now showing greater activity than at any time since the boom days of a decade ago. Contracts actually awarded during the first five month of 1923 amount to \$114,548,000, compared with \$96,831,600 in 1922 and \$85,326,700 in 1921. Ontario leads with a total of \$61,871,900; Quebec second with \$32,795,000; the western provinces \$16,337,500, and the Maritimes \$2,644,000.

The amazing increase of Canada's manufactured exports during the past decade is indicative of the growth of the country. Automobile exports in 1910 were but \$400,000, and in 1920 they were \$9,000,000. Pulp and paper exports jumped from 351,000 tons in 1913 to 9,000,000 tons in 1922; the rubber exports increased from \$225,000 in 1910 to \$4,000,000 in 1920; textiles increased from \$62,648 in 1910 to \$927,616 in 1920. Chemical exports increased in value in the same period to \$9,350,000. Manufacturing exports had rapidly climbed until they represented 54 per cent. of the export trade of Canada in the last year.

In the first four months of 1923 the Canadian Pacific steamships record a substantial increase in the number of passengers brought to Canada and a greater increase in the number of new Canadian colonists. Compared with the four-month period in 1922, the number of passengers carried increased from 10,775 to 18,639, or nearly 73%, and the number of new colonists from 4,360 to 10,348, or over 137%.

How Dealers Can Sell Water Equipment

The Modernization of the Farm Home offers Big Opportunities to Hardware Dealers—
Increasing Market for Water Supply Systems, Well Fittings,
Pumps, Windmills, Engines and Tanks.

WHEN you go into the country to call on your customers do you sell them just so much iron and steel, or do you sell them the use of articles and the advantages to be gained by the possession of the improvements?

In selling that pump head and stock tank to your farmer customer did you sell him just a tank with so much capacity, and a pump with which he could provide the water for the stock, or did you sell him the ways and means to better stock, bigger profits, and more convenience to himself?

When he insisted that all he needed was a simple set pump, and an outdoor tank, did you take his money for just what he requested, or did you try to show him the added advantage of possessing a pressure water system which would supply all the water needs of the entire farm, and the convenience of water in the home, with the added profit and less work and time expended on his part?

Romance in Business

There is romance in selling even so rough and heavy a line of hardware as water supplies, and the advantages to be gained through the use of better equipment make the basis of a fascinating story which may be told the farmer or the home owner in the smaller towns without water systems. It is a story that the prospective customer will listen to, whether he intends to buy now or a little later. Time added to his busy day, ease of operation of the farmyard duties, dispatch for the women of the place in their work, less labor for them, and added comforts for the entire family are points which will induce him to give the matter serious thought.

Then when you point out to him that the new equipment will actually mean, in addition to those things, added profit from his dairy herd, or from his hogs and beef cattle, he will see that it is not an expenditure but an investment that he cannot afford to decline to make.

Perhaps he is working along with the thought that the expense of an up to date water system is far beyond his means, and that the expense of installing such a system is just another added outlay from which he will reap no returns. Perhaps he is daily pumping water for the stock into an outside tank, where it soon becomes warm and tasteless to them, the same as it would to him. Perhaps, too, he would add more stock to his place, if he knew how fairly simple it is to solve the water problem.

Additions to the herd, the necessary silo for better feed for them, better stable equipment, all become possible for him when he installs the improved water system. It will make money enough for him in a few years to pay for not only itself, but for the additions in the way of improvements.

On the Ground

When you see, as you drive along through your territory, one of your customer's places which shows no signs of the modern improvements, no silo, or good barns, why not drive in, talk the matter over with him, show him how he can add the water system to his place, and what it will do for him? There is nothing like a little talk on the ground at your customer's home, about the working conditions under which he is laboring. He will more readily listen to you there than when he comes into your place of business.

A gasoline engine and a pump jack starts him along the road to the better equipment. A tank in the barn is better than the one out in the yard, and water before each and every one of his cows will soon show in the pay check from the creamery.

Soon he will be in position to put in the pressure system, which brings in its wake the running water, not only in the barns, but in the house as well. It may be that he will see his way to placing the order for the pressure system at once. That is the ultimate end toward which every hardware man who sells water supplies should direct the thoughts of his customers.

All over Ontario the pressure systems are becoming the usual thing, instead of the occasional equipment on the farms. This idea is perhaps comparatively new in the middle west, but is being introduced rapidly by the agents of the people who make and sell equipment of this nature. It is taking hold rapidly, and the hardware man can get in on the ground floor of this new line to great advantage.

His sales do not stop with the sale of the equipment. They have just begun. Complete bath room supplies sales are possible as soon as the pressure plant is installed. The farmer who has made the step toward better living conditions soon sees that it is saving him enough money to enable him to buy many other things that he has planned on for years, but been unable to accomplish. More implements and better become possible. Better kitchen accessories for his women folk, better ways of doing his own work, which require additions to his tools make more sales for the hardware store.

Progress Follows Water

Progress for centuries has followed the improvement of water facilities, in every country on the globe. In China they still are drawing water from the canals by the use of crude water wheels and other primitive devices, and the people are still living under almost the exact conditions that their ancestors did hundreds of years ago. In the western "deserts" of our own country, water is transforming huge tracts of land from arid wastes to fertile plains and valleys, where millions of dollars worth of products are raised yearly, and where thousands of people are finding prosperous and happy homes.

In the interior of our own section of the country, there are thousands of homes and farms which are being run on a far less productive scale than would be possible if more and better water supply were installed.

In all parts of the country one may find new homes established on virgin land where the only water supply is a dug well near a low spot in the land, from which every pailful of water for stock and house must be drawn with a bucket on a rope. Perhaps a few miles further on another farm, older in years and advancement, may have a motor driven pump and a modern water supply equipment; the buildings and the general air about the place indicates at once that the water problem of that farm has been solved to the satisfaction and profit of the owner.

There is romance in the water supply business, and many dealers are finding it a profitable romance to them and their customers.

The Delco-Light line of electric pumps means more sales, easier sales! —more dollars in your pocket!

WHEN you handle Delco-Light Electric Pumps you have available 26 different styles and sizes. You have a size to fill the needs of any prospect. You handle a line of pumps made by Delco-Light, and backed by the Delco-Light organization. Pumps for deep or shallow wells; for A.C. or D.C. service; for any capacity; for deep wells you have either the $\frac{1}{4}$ H.P. or $\frac{1}{2}$ H.P. pump of the pitless, weather-proof type—superior to any deep well pump ever put on the market. All simple in design. No exposed moving parts. Only one place to oil. Easily installed. Extremely low in price and at the same time they have the superior quality which has made Delco-Light deservedly famous.

This is the best line of electric pumps ever offered. It means more sales, easier sales—more dollars in your pocket! The Delco-Light Distributors have a proposition waiting for plumbers and pump dealers. Write today and find out about it. Send a postcard to your nearest distributor.

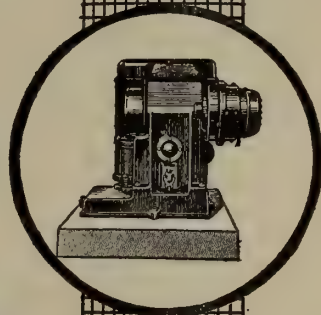
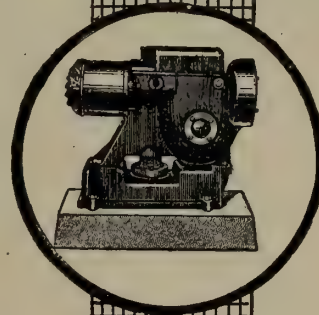
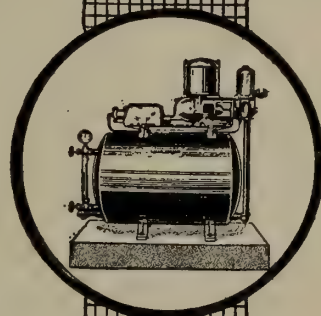
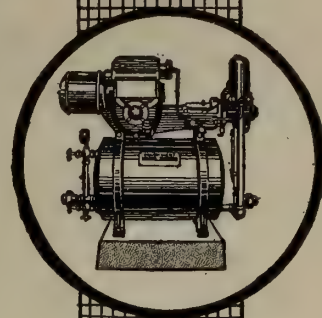
Delco-Light Co. of Canada, Limited
Toronto, Ontario

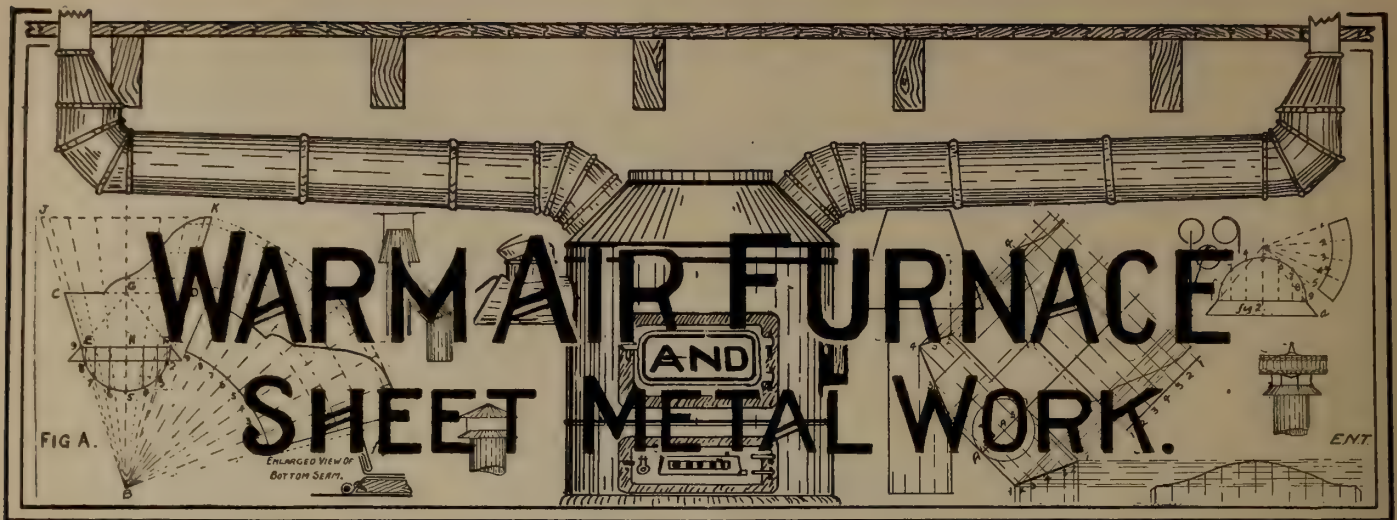
Electrical Systems Limited
173 King Street East
TORONTO ONTARIO

DELCO-LIGHT

Water Systems

For Country and City Homes





Fans Induce Warm Air Circulation

M. C. Honeywell Argues in Favor of Fans at
Western Warm Air Furnace Convention

In presenting the picture of the need for the benefits from induced warm air circulation, we will draw upon our practical experience during the past season with the Honeywell method. We have been very definitely impressed by the receptiveness of the warm air trade to induced circulation, by the ready acceptance of its apparent benefits by the owner prospect, and by the united enthusiasm of the dealer and of the owner wherever an installation has been made. This picture is based upon fairly close contact with both dealer and owner in approximately one hundred and twenty separate installations that operated during the winter of 1922-1923. We have no desire to spend our money in producing, advertising and selling instruments that cannot be honestly classified as heating necessities. To that end we watched closely these 120 installations to make sure that there was a genuine need for an induced warm air method or system and that definite tangible benefits were a result. Because of our close contact with these test installations we are more convinced than ever that there is a definite need, that definite benefits do result from, and that a definite market does exist for, induced warm air circulation.

In our patent investigations made several years ago, we found traces of efforts along this line some 30 years back. And from that time down to the present, there have been haphazard attempts to evolve something along this line but apparently there has never been any one concern concentrated upon the various problems until the past several years. The idea then is not new, but has been in men's minds for a long, long time.

Many Experiments in Past

Unless you have investigated the matter you would be amazed to know the number of owners and of dealers over the country, who have been experimenting with common desk fans and fans of all types and sizes in an endeavor to overcome certain conditions that exist in many warm air furnace installations. The fact that makeshifts have been used in considerable numbers seems to us to pretty definitely establish the fact that the need for induced circulation is recognized.

Warm air furnaces are installed in all types and kinds of homes and are fired by all kinds and types of men and women. These are factors beyond the control of the furnace manufacturer, jobber and dealer and yet factors that have a very direct bearing on the satisfaction delivered by the furnace.

In a straight gravity system, the size and spacing of the studding as fixed by the house builder, definitely controls the size of the walls stacks of the furnace man. The dealer probably had nothing to say about this factor—he simply takes what he finds and makes the best of it.

The location of the house, its exposure, the variability and intensity of the prevailing and of the occasional winds all definitely affect the delivery of heat. And it is delivered heat, and that alone, that interests your customer. In reality the owner cares mightily little about the size or shape or material of any unit—he is greatly interested in what it accomplishes and if the results are satisfactory, he then confers upon the unit and upon its construction his whole-hearted approval and recommendation.

The delivery of warm air (the thing your customer is interested in) depends upon circulation. Circulation in a straight gravity job depends upon many variables that are not subject to control and because they cannot be controlled, directly affect the degree of satisfaction experienced by the owner.

Automatic Control Assures Delivery

But add to the variable action of gravity flow, the positive direction of automatically controlled induced circulation and you are assured of warm air delivered in the rooms when it is wanted.

The winds may blow from the northwest or from the southwest or from any other direction, but with an automatically controlled fan, gently, but positively, delivering a definite volume of air through the flow pipes, your customer is certain of obtaining that which he intended to buy—delivered heat. Gravity is too slow, too uncertain, too unreliable under many conditions. Controlled positive circulation is certain, is reliable, is fast under all conditions.

Lower register temperatures are desired by all furnace manufacturers. Lower register temperatures mean lower heating chamber temperatures. But lower chamber temperatures, mean fewer cubic feet of air per minute, delivered through any given size of flow pipe if gravity only supplies the circulation. Instead of 175 degrees to 190 degrees at the register face, a volume of air delivered at 140 degrees would be much better. It is a real problem, however, to get such a temperature and still deliver the number of b. t. u.'s required in the rooms without excessive piping and oversize furnaces under gravity circulation. On the other hand, a properly designed and controlled fan will increase the volume of warm air delivered by at least 100 per cent. Through induced circulation it is possible to obtain this much desired condition of lower register and heating chamber temperatures.

SEE US AT THE EXHIBITION

Booths No. 24-25
Stove Building

HECLA PIPE OR PIPELESS FURNACE
SUCCESS PIPE OR PIPELESS FURNACE
HILBORN WOOD FURNACE, PIPE OR
PIPELESS.

LIGHTER DAY RANGES AND REGULAR LINE
OF PENINSULAR STOVES AND HEATERS

Booth No. 26

"JEWEL" COAL AND GAS RANGES,
STOVES AND HEATERS, FURNACES
AND REGISTERS.



WHEN you come to the Canadian National Exhibition we shall be glad to have you make it a point to visit our exhibits and view our complete line. It is certain that you will be interested in our line of Furnaces, Stoves and Ranges.

Every dealer knows that the product with the important, exclusive selling points is the one that is most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces, Stoves and Ranges. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a *quality* manner. You can be sure when you sell a Clare Bros. Furnace, Stove or Range that it will stand up to every claim we make.

CLARE BROS. & CO., Limited

Preston - Ontario

Winnipeg

Saskatoon

Calgary

Edmonton

Vancouver

Aids Humidification

Through the lowering of these temperatures we deliver warm air with a greater moisture content and during the next few years a great deal of attention will be directed toward a study of ways and means of keeping the air of the home at the proper humidity. The medical fraternity all protest against the dryness of the air in our homes and induced circulation, when directed toward the reduction of high heating chamber and flow pipe temperatures, is a step toward the goal of proper humidification by keeping more moisture in the air instead of driving it out through the excessive temperatures required for gravity circulation.

One of the chief causes of deterioration in a warm air furnace is the temperature to which the castings are constantly subjected. By materially increasing the velocity of the air passed over the outside faces of the castings, we wipe off the heat quicker and reduce materially the temperature of the casting, thereby prolonging to a decided degree, not only the life of these expensive heavy castings, but the life of all parts of the furnace casing.

By at least doubling the volume of air circulated, we thoroughly mix the air in both the heating chamber and in the rooms above. Because of the increased velocity, the temperature difference between the ceiling and the floor is very materially changed. Instead of finding an excessive temperature at the ceiling level, a fairly uniform temperature holds throughout the rooms and the heat wasted under a gravity system in uselessly heating the ceiling air, is made available, in the occupied levels of the room, through induced circulation.

Reduces Fuel Consumption

In a warm air furnace operating with gravity circulation a certain amount of coal must be burned to produce this circulation. From all information we can gather, this fuel, consumed solely to produce circulation and in no way contributing to the warmth of the house, except as it produces circulation, amounts to from 10% to 20% of the total fuel burned. Induced circulation removes the necessity for burning this fuel to produce the super-heat that makes gravity circulation. This saving in fuel will pay for a reasonable, satisfactory, induced warm air method and make available its many advantages without costs, if a three to five year period is taken. Coal at \$10 to \$20, in many localities, a ton, is well worth saving.

Induced circulation, we believe to be a fine thing, but we also believe that unless the positive fan flow of the air is controlled and only permitted to operate when conditions in the furnace are favorable, there are some disadvantages to increasing the circulation beyond its natural gravity flow. To this end we have designed a Thermostat to operate in the warm air chamber of the furnace and this Thermostat controls a switch in the fan circuit; closing this electrical circuit whenever the air in the chamber is hot enough to be of heating value in the rooms and opening the electrical circuit whenever the air is too cool.

Automatic Control Important

Should the furnace fire be low for some reason, the air in the heating chamber probably will at a comparatively low temperature and, therefore, of little heating value in the rooms of the home. Under these conditions we allow gravity to work as slowly as it will because our Thermostat, or Furnacestat as we call it, sensitive to temperature, opens the electrical fan circuit and the fan can not operate. Suppose the fan were permitted to operate at all times. Heating comfort, as we understand it, is largely a matter of feeling or sense. True that a thermometer is used to measure temperature, but we all recognize that a room at 65° may be, so far as comfort is concerned, considerably cooler under certain conditions than it would be at the same tem-

perature under other conditions. In the summer time we all use fans to keep cool. Not that the fan changes the room temperature one single degree, as measured by a thermometer, but because of the increased circulation of air and the consequent increase in the rate of evaporation from our bodies we feel cooler. Would not exactly the same thing hold true if a fan were permitted to increase the furnace air circulation when the air being circulated was not of sufficiently high temperature to be of heating value? We are very firmly of the opinion that induced circulation loses most of its advantages unless automatically controlled so that only air of heating value is positively delivered.

Fan Must Fit Old Installations

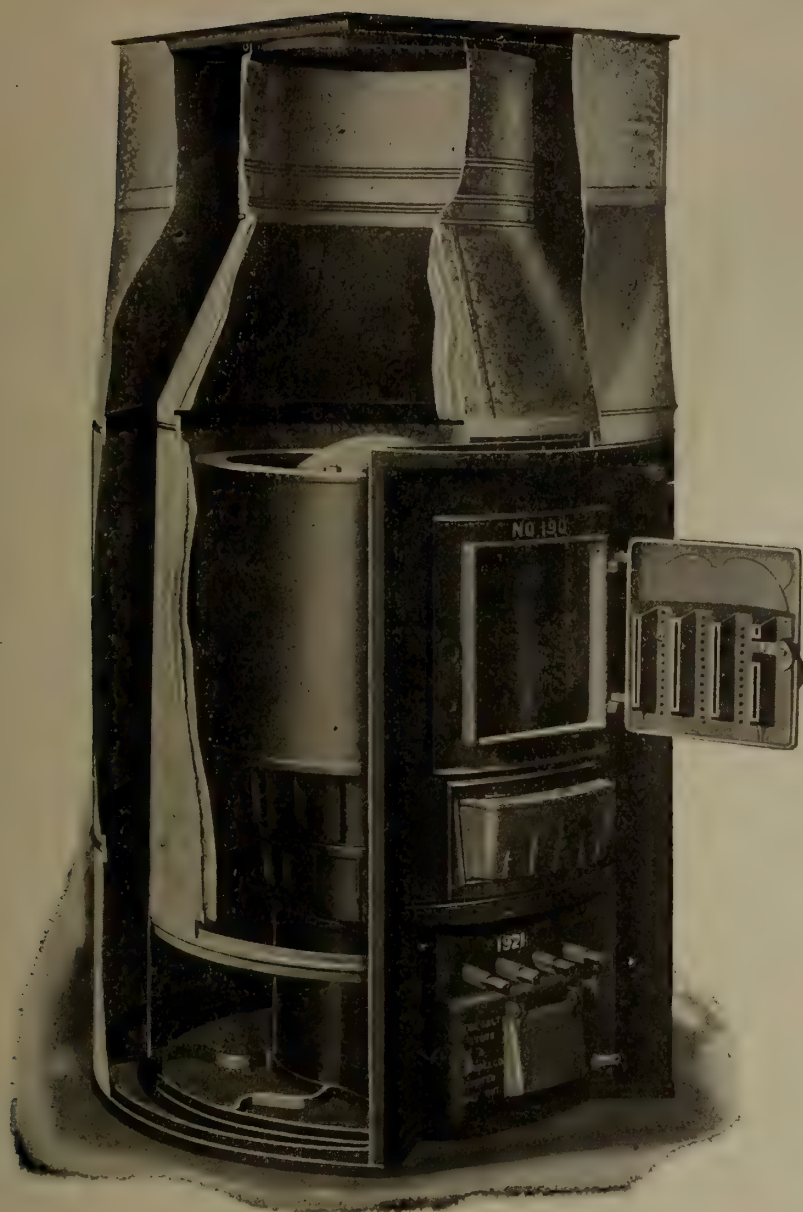
If induced circulation offers advantages, the fan must be so designed as to lend itself to existing installations, as well as to new installations. The circulating instrument must be compact; the body must not offer interference to the free flow of air; the blades must not baffle circulation when the fan is idle; the motor must be totally enclosed to protect it from dust and dirt; oil reservoirs must be ample to perfectly lubricate the instrument over a reasonable period of time. And in order that existing furnace installations may be equipped, the installation must be simple and reasonable in price. The outfit should be so designed that it is not necessary to spend the customer's money in new boots or new piping, but can be easily mounted in existing cold air returns. By keeping the cost down, the market broadens in more than direct proportion.

Through induced circulation we are able to assure positive circulation to all rooms in the house, regardless of weather conditions and to a certain extent, we can overcome handicaps or deficiencies in house construction that work against efficient and uniform circulation by gravity. Through induced circulation we are able to deliver the additional volume of air that is necessary, if we are to reduce the yearly investment and maintenance cost of a warm air heating plant by materially increasing the years of its efficient service. Through induced circulation, we are able to deliver warm air at a considerably lower temperature than can be done by gravity and in so doing, we make available a portion of the much wanted humidity. And again, by thoroughly mixing the air because of increased velocity, we cut down the temperature differences between ceiling and flow levels. We decrease the fuel consumption, thereby more than providing for the initial cost and by thermostatically controlling the operation of the fan, we only use induced circulation when it should be used and never when it should not, all without the necessity of thought or action on the part of the house occupant.

Prominent jobbers, dealers and manufacturers from 38 states are already in touch with us, regarding our method. This indicates a national interest and a national need that is groping for the solution of a vexing problem.

We believe that the time is approaching when some system of induced circulation will be part of almost every warm air furnace installation. By its use, positive circulation can be assured to every room in a house and dealers delivered from troubles that have seemed necessary evils, because heretofore they have been unable to remedy successfully poor circulation due to adverse winds or peculiarities of house construction and the consequent furnace installation and layout difficulties.

We believe that all the better grade of furnace manufacturers and furnace dealers will, in a very short time, wholeheartedly recommend our method or any other practical system of induced warm air circulation, because they realize that their most valuable asset is their reputation. And their reputation rests largely upon the satisfaction their furnace gives to the owner in his home. Any heating es-



**MORE HEAT
FROM
LESS FUEL**

*Profit
by their
Popularity*

BANNER FURNACES

Pipe and Pipeless

The publicity Banner Furnaces enjoy through advertising in the daily papers and the good will of satisfied customers combine to make them the most attractive line of warm air furnaces for you to handle. Let us send you particulars as to terms and prices.

Galt Stove & Furnace Co., Limited

GALT, ONTARIO

Representative for Quebec:— E. Lapierre, 244 St. Paul Street West, Montreal, Quebec

essential that will insure circulation, decrease fuel bills and basement temperatures, will receive the entire support of the heating industry.

Induced circulation will be a contributing factor in bringing the condition desired by furnace manufacturers, jobbers and dealers that warm air is the best system of heating.

Is Not a Cure-All

Induced warm air circulation is not a cure-all. It will not make satisfactory jobs that have been furnished with undersize furnaces, with poor installation work, or with insufficient cold air returns. But with the proper size furnace, fairly well installed and with proper size pipes, it will overcome the bug bear of sluggish circulation.

In our experience we have found that the dealers become

interested in our product because of some job already installed, that is giving them trouble. Once our instruments have been correctly installed, the results can be measured the first day and after that period, the dealer rightly concludes that if it was a good thing for a sluggish job, it would be a mighty good thing on all jobs.

In the 120 observed installations last winter, there was but one failure, and that one was hopeless from the beginning.

Induced warm air circulation is worthy of the best attention of the entire warm air industry. It has many points in its favor, and with properly designed and properly built instruments, properly controlled, we know of not a single valid argument against it.

Selling Irons and Washing Machines

The Window Display is a Big Factor in Interesting Customers—Follow Up the Newly-Weds for Sales of Electrical Appliances.

AN ARTISTIC ELECTRICAL WINDOW

The Electric Supply and Contracting Co., Ltd., Vancouver, conceived a very artistic setting for electric irons. Three Royal blue plush-covered mounds, standing about six inches apart, occupied the rear center. An electric iron stood on top of each mound. At the rear left was a mahogany stand lamp with a rose shade, while the rear right was occupied by a fancy wicker basket, filled with pale and deep pink roses.

The Royal blue plush drapes not only covered the three center rear mounds but also extended in a straight line from the mound in the exact rear center to the center front, where it bordered a square sheet of glass, about three feet wide. Electric irons were placed over the glass, serving to reflect the silver-like appearance of the irons.

Little cards here directed attention as to the number of volts the different irons could carry.

Only curling irons were placed around the Royal blue plush border. A blue silk brocaded mat, lined with gold, covered the floor at each center side. Small articles such as a percolator, toaster, grill and fan rested on the rug. A large card delivered the following message:

"Single and Double Voltage Electric Irons for travelers in all parts of the World."

There was nothing striking about the foregoing display, but its simplicity and artistic arrangement left a marked impression on every spectator.

HOW ASBESTOS CONSERVES HEAT

A recent issue of *Asbestos* corrects some wrong ideas regarding its heat-resisting qualities. Asbestos does have great heat resistive powers, but asbestos is in fact a good conductor of heat.

Every one has noted the use of the asbestos disc under pots and kettles and over gas jet in order to prevent blacking the kettles and also to effect a better distribution on the heat around the bottom of the kettle. The heat in this case is conducted from the gas flame to the bottom of the kettle through the asbestos plate.

Asbestos is used for pipe coverings for hot steam pipes, not for any non-conducting of heat value, but because the heat conservation is brought about by artificially created dead air cells which are interlocked as minutely as possible in the asbestos. These cells resist heat radiation and prevent loss of heat. It is not the asbestos itself which performs this service.

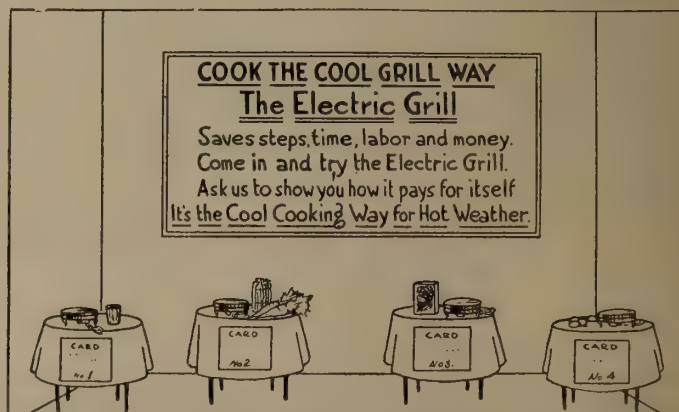
WASHING MACHINE SALE IDEAS

The Lundquist Hardware Store, in one of the show windows set up for display, one of the cheaper kind and one of the high grade electric washing machines. Between them is a sign: "The new and easy way to wash. Give your wife improved machinery; it will increase her health and happiness." Another sign says: "We sell new and second-hand washing machines. We take old machines in trade, and sell new ones on the easy payment plan."

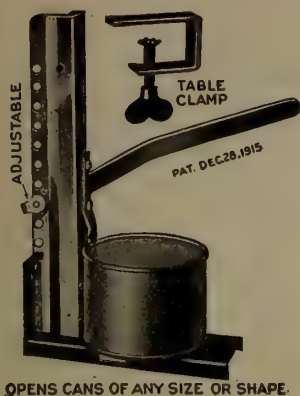
Any machine bought at the Lundquist store, the firm offers to keep in repair free of charge for one year. The old machines, taken in trade, are put in working order and repainted, and are then sold to customers who cannot afford to buy new machines. The old machines, in their overhauled condition, sell readily for from \$5 to \$15.

The firm also makes an effort to get in touch with all the newly married couples in the neighborhood. The young housekeepers of today want modern machinery, and they will buy washing machines sooner or later. Therefore it pays to go after them until a sale is landed. Sometimes the Lundquist store offers a small premium to persons who supply five names and addresses of families that do not have washing machines. To these people advertising literature is sent, and when a sale seems likely a representative of the firm may call upon them.

"Go back to your stores and say 'I'm going to double my sales on household utensils.' Every man who thinks he can't is licked from the start."—*Frank Stockdale.*



A Seasonable Electrical Window Display.



OPENS CANS OF ANY SIZE OR SHAPE.



Ladd Egg Beater Philosophy

STOCK TURN-OVER APPLIES TO STOCK ON HAND ONLY. STOCKS OF OUR GOODS cannot be turned if left in our hands. We say this only to support the merchant own ideas, viz., that this coming Fall and Winter are no doubt to see the BIGGEST BUSINESS THIS COUNTRY EVER HAD. We make this statement based upon a fairly long life and its experiences that fundamen-

als being favorable, trade tides over-top former previous peak records—depressions intervening—20 to 50%. RAILROADS TELL US TO DISTRIBUTE GOODS BEFORE FALL EMBARGOES—some say BY SEPTEMBER 1st.

Write your orders WITH CONFIDENCE AT ONCE. PROFITS RESULT ONLY FROM ACTUAL SALES OF GOODS IN THE STORES. DON'T GET CAUGHT SHORT OF STAPLE ITEMS, OUR GOODS.



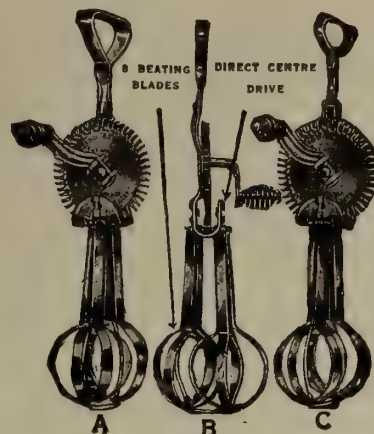
Ladd Mixer-Churns

LADD BEATERS—4 Sizes

Order immediately—*JOBBERs* the world over and US.

UNITED ROYALTIES CORPORATION, 1133 Broadway, New York

Canadian Sales Representatives:— G. S. WHITAKER & CO., 8 Colborne Street, Toronto



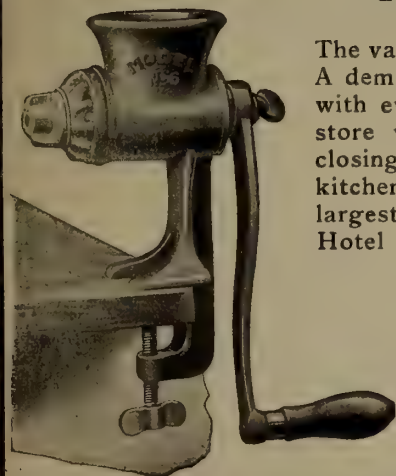
Saturn Clothes-Line Reels



Ask Your Customer This
Then Show Them
a Display of

Maxwell

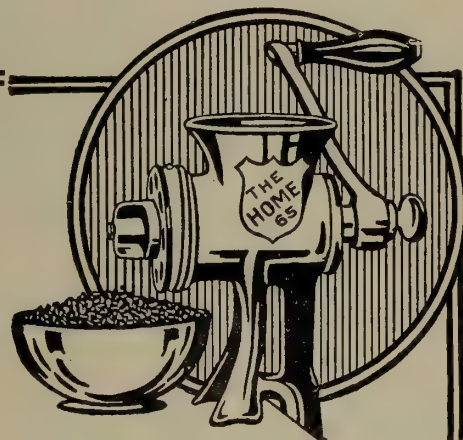
FOOD CHOPPERS



The value of a food chopper is best appreciated by users. A demonstration and facts clearly told will effect a sale with every prospective buyer. Placed prominently in your store will return many enquiries and be the means of closing sales. Food choppers are invaluable assets to kitchen equipment. There is a Maxwell chopper for the largest and smallest family requirements, as well as for Hotel and Restaurant use.

Send for catalogue and prices.

MAXWELLS LIMITED
St. Marys, Ontario, Can.



Home Model
and
Jewel Food
Choppers

Canada made and superior to the imported article. Carried by all Hardware Jobbers. Place your fall order early and receive required deliveries.

STUNTS WITH WINDOW PLACARDS

By John T. Bartlett

I watched the passing crowd stop before the windows of a just-opened store. Many stopped, and at least 90 per cent stopped for the same reason I had. Pasted on the windows were yellow telegrams, little pieces of paper the power of which to arrest attention and arouse interest is unfailing. Others, as I had, wanted to know what the telegrams said. When they had read them, with interest now aroused in the store, they gazed at the window display. And many ended up by walking in and making a purchase. Those little yellow placards at least doubled, probably tripled, sales volume on opening day.

The telegrams were simply friendly messages to the store manager from out-of-town people. They told him they knew he would make a success. They said complimentary things about his ability to operate a store, and the merchandise they knew he would handle.

There are several clever ways to capitalize the kick which telegrams on a window get from the passing public.

Several recent telegraphed orders, pasted up, impress the public. "If customers like this store well enough to wire it, it must be a good store," is the reasoning.

On the occasion of a special window display of a certain article or line, a telegram from the manufacturer, developing some talking point, is excellent. Most manufacturers will be delighted to extend the cooperation. If the telegram announces an advance in price, and the goods are offered at an old price, the bargain instincts will be played on.

Telegrams, though, are not by any means the only effective window placards. Letters are good. A bunch of mail orders, pasted up, has a lot of appeal. I recall one store which for years has made a practice of pasting mail orders on its windows. It receives many, from all over the country. Every week in the year mail orders are put up for the crowds to see. The store considers these placards one of the best window ideas it has ever used.

A retailer occupying a downtown corner, with perhaps 100 feet of display window, was notified by agents for the landlord that, after the imminent expiration of his lease, he must pay a much higher rent. He put on an, "I'm Moving" Sale. He backed up his newspaper advertising with window placards which literally stopped hundreds to every ten stopped by other good store windows on the street.

The placards were simply plain manilla paper, about twelve inches by twenty inches. They were written by the merchant himself, in a large legible hand. They were spaced fairly close together on the windows, so that in all there were probably twenty of them. A passer would read one, then would step along to the next, and the next, and the next—often spending a half hour reading them.

They were "human interest" placards. The dealer picked good heads, like these: "A 100 Per Cent Rent Increase!" "Why I'm Moving" "Talk About Rent Hogs!" "I'd Have To Sell—". Each Message was forty to seventy-five words.

There are still other ways to use placards. Certainly, when a retailer has a large advertisement in a local newspaper, he should clip several copies and paste on windows. Advertisements of individual items sold appearing in national publications often are good placards.

There may be an occasional store, catering to a select trade, which would find placards not in keeping with its dignity, but most stores can use them without detriment and to great benefit. One advantage is their availability almost at a moment's notice.

RESULTS FROM SMALL ADS

By John T. Bartlett

"My business is small, and advertising rates are high," writes in a reader. "Would you advise me to run an occasional large space advertisement, or regular small ones? In a small ad I have never felt I could do enough to make an impression."

This merchant's best bet is the regular advertising, occupying small space. There are various things he can do with a space as small as a couple inches which will make his advertising effective.

One thing he can do is to head the space, "Today's Special," and quote in it a bargain price. This will be most effective if the article selected for a bargain is something very well known.

Another thing is to make his little messages very personal. He can do this in several ways. One is to head his advertisement like this: "Bill Jones Says——" Another is to have an unconventional "pleasant" photo of himself taken, and a small cut made. Still another is to have the dealer's signature at the foot of the message, which is told in the first person.

These methods have been proved time and again to have great power to multiply the value of a given amount of space. The photo is unusually good. People are always interested in photos—their attention value is high. One of these advertisement photos should portray the merchant with a cordial expression on his face. If necessary, the photographer should be asked to make shot after shot, until a "bull's-eye" is obtained.

We know of several advertisers who take a small space and pack it full of bargains on nationally-known goods. A couple of inches may contain a dozen bargains. They say these ads pay them well.

THIS CLERK'S INCOME SWELLED

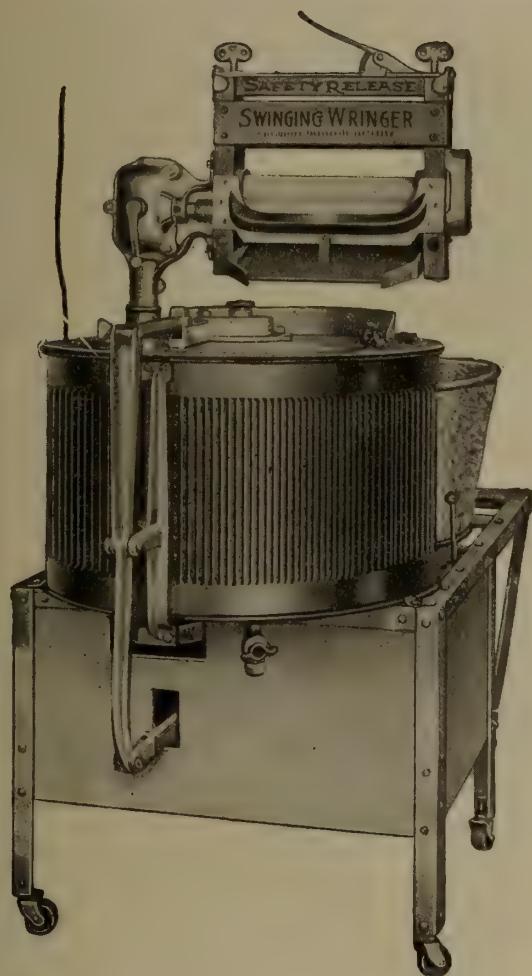
The story is told of a hardware clerk who received in addition to his salary a percentage on all the sales he made. He called on those whom he knew and made a point of getting acquainted with those whom he did not know. He was largely aided in this because his best hunting ground covered the main business section, where most of the stores and many of the offices were open in the evenings.

He made it a personal matter and asked his friends to come in and buy from him, not only because they would be well treated, but as a help to him in person. "You see, old man," he would say to the fellows whom he knew well, "the more I sell, the more I make, and I am looking to a chance in the firm. Come around and ask for me when you need anything, won't you?" They all promised, and eventually most of them came.

Also, he gave his cards to his laundryman; to the young fellow who sold him cigars; to the clerk of whom he bought his collars; to the girl in the ice-cream parlor; the cashier at the restaurant; the janitor at the church; the distributing clerk at the public library. He found no one so humble that he did not approach him, and no one so high as to scare him off. He asked men to send their wives to him and stopped to pet babies in their carriages that he might hand their mother his cards. In one of these cases, he got on the track of a thrifty mechanic who was about to build a house, and sold him the hardware for the same. He had a taking way, and made friends easily. There was no doubt of the success of his campaign. Seldom a day passed that some one did not come in and thrust one of his cards under his nose. And his income swelled!

CONNOR

Washing Machines



The Connor Model 4 Electric Washing Machine can be recommended to your most select clientele with the assurance that it will render exceptional service.

Our latest model the Connor Copper Tub Electric 4C should be in every Hardware Dealer's Store. It has quickly become a leader among the better class of electric washing machines.

Connor Washing Machines have a supreme reputation in every town and city from coast to coast.

We also manufacture other types of electric, water and hand power machines.

J. H. CONNOR & SON
LIMITED
OTTAWA :: ONTARIO
311 Chambers St., Winnipeg, Manitoba

NAILS

WIRE

BALE TIES

WIRE HOOPS FOR
KEGS and BARRELS
STRAIGHTENED RODS
COPPERED AND
TINNED WIRE
WROUGHT and STEEL
WASHERS

The quality of our product is highly commended
THE GRAHAM NAIL WORKS
Operated by the CANADA METAL CO., Ltd.
TORONTO



KEWANEE

COAL SHUTES AND COAL DOORS

*All Steel
No Castings*

Shield rises automatically to protect the wall above and door forms a hopper.

Dealers now selling KEWANEE Coal Shutes and Coal Doors are receiving many repeat Orders.

Write for literature and dealers prices.



Cast Stone Block & Machine Co., Limited
1436 Howard Ave. Windsor, Ont.
In United States: Kewanee Manufacturing Co., Kewanee, Ill

Plans for Drawing Customers to the Store

PLUMBER ADDS HARDWARE LINE

When a plumber adds a hardware section or a hardwareman adds a plumbing section it is nearly always the case that something is going to be neglected. If hardware business is brisk the dealer is apt to neglect the plumbing end of it and vice versa. J. T. Bowers, Danforth Avenue, Toronto, got over this difficulty, however, and is building up a big business in both.

A few years ago when he was doing plumbing only, and had a very good connection in that work, he decided to add a hardware section for the convenience of his customers and incidentally bring in more profit for himself. He did this, but instead of he or his partner attempting to handle both, they hired a clerk with retail hardware experience to look after the store while they attended to the service work. In this manner they have the two sections running together very smoothly, the one helping the other.

The window space is divided between the two departments. In half of one of the windows is maintained a display of plumbing fixtures while the other half is used for hardware goods closely allied to the plumbing display. The other window is used for showing paint, kitchen utensils or other hardware lines.

The interior of the store is arranged to show off the smaller hardware articles to the very best advantage. Starting just inside the door and running the whole length of the store they have arranged small tables on which these smaller goods are placed, while at the back of the store are the larger articles that require salesmanship, such as washing machines.

The parcelling desk and cash register are situated near the back of the store. Mr. Bowers has found that this makes the customer walk farther into the store than he might have done with the parcelling near the door. This often produces larger sales, as the customer sees more things for which he has need. In a store where there is space for display tables this scheme can be worked out to good advantage.

He has had good success with some electrical goods but only when he had a clerk to handle it alone and to canvass. In this, the whole secret, as he found, was to get the vacuum cleaner into the customer's own home to show it in actual operation or to show the machine in use in the office.

VALUE OF SERVICE

People, naturally enough, will patronize as much as possible the stores where they get the best service. A hardware store is looked upon, perhaps more than most retail business, as a place where one can get things done. Doing little repair jobs of one thing or another, has the tendency to make good customers and an increase in sales. Hewitson Hardware of Toronto have worked on this idea to a very considerable extent, so that their repair department has grown quite rapidly.

Out in front of their store, they advertise on display boards that they will do work such as this: On one is printed, "We sharpen lawn mowers, saws, axes, knives"; another "we repair carriages, baby carts, windows, fly screens, doors";

another "we rent ladders, saws, jacks," and so on.

A man is maintained to do this type of work, as well as tinsmithing, welding, etc. It is found that the business that this attracts is well worth the added expense of having another man on the staff.

When people begin to find out that a hardware store gives such efficient work on repair jobs, they will not attempt to do them themselves. Every customer who goes into the store to enquire about a repair job is going to see, arranged about on the sales tables inside of the store, articles for which he has need. In this manner, as well as making some profit on the repairing, it forms a good means of advertising.

BICYCLE PUMPS AS ADS.

An advertising stunt successfully used by at least one bicycle dealer was the distribution of bicycle pumps in schools. Each pump was screwed down on a wooden base on which were the dealer's name and address and the bicycle line handled by him.

The methods by which these pumps were advertised assured each one being placed where it would do the most good. The dealer made a little trip around his district with a few of the pumps, calling on each school.

In each case the principal would be asked if there were any boys or girls attending school who rode bicycles. The reply almost invariably would be in the affirmative, whereupon Mr. Dealer would present the principal with one of his pumps for the use of the cyclists, but making the condition that the pump must remain in the care of the principal.

The gift was always cordially received and the pump left where it would help and encourage pupils already riding bicycles, and also get in some quiet advertising for the enterprising dealer.

This would seem to be a plan which could be worked almost anywhere with good results.

THE GRAB BAG STUNT

"The spirit of taking a chance at something—gambling if you like—is in the air more at present than ever I noticed it before," remarked a St. Catharines merchant recently. "I don't know whether it is the put-and-take tops or what it is. Some years ago we tried the system of 'surprise packages,' wrapping up a lot of slow-selling articles in boxes and selling them blindfolded to customers. They didn't seem to take at all—nobody seemed to want to take a chance. We thought we would try it again during the recent Christmas season, and, do you know, we had to keep three girls wrapping the boxes up, they had been going so fast. Everybody got a full value for the 10 cents the boxes cost."

NOVEL ELECTRIC WINDOW

Hydro-Power or Electrical Energy Applied is a theory already in use, but a demonstration used by the Sheehan Motor Co., Halifax, N.S., has attracted many persons to the window

of their establishment on Argyle street, in that city. The display puzzles the passers by and takes place on two such powerful non-conductors as glass and rubber. A sheet of heavy plate glass is supported by four tumblers. On this stands a three-quarter inch vulcanite plate with concave centre in which reposes an aluminum egg. When the current is applied the egg begins to get lively until it revolves at a speed estimated at about 3,600 revolutions per minute. This interesting study in electrical magnetism, because of its form, also served as an attractive Easter display.

SELLING HELPS THAT SELL

The other day I met a hundred per cent retailer, who said: "I place the same value on selling helps given me by manufacturers that I do on the labor of the clerks who help me sell the goods," writes Gordon Kent in the American Paint and Oil Dealer.

There is real sales talk. Here is a retailer who correctly figured that selling helps were worth as much to his store in dollars and cents as his sales force. He believed that it would take years to develop individuals to the same degree of efficiency as the best dealer's helps possess.

This is a new light on the proposition and one that will guide many another to success. Men and women who work in your store help you sell the goods, and that is exactly what the advertising furnished by the manufacturer does. Only here is the difference—you pay real money to your salespeople, and the manufacturer gives you his selling helps absolutely free.

Look at your advertising in this light and keep these helps helping. You wouldn't have a clerk slouching around, all dusty or hiding behind a barrel.

On this same basis keep your dealer helps bright and clear and out in front where they can be working day and night.

Don't think because you do not have to pay the freight on these or are not charged up with them that you should let them lay around instead of putting them to work.

FISHING FOR CUSTOMERS

A New Jersey druggist selected from stock a little combination of toilet articles which he wanted to run out at a price, and in doing so used a small fish tank with some goldfish in it as the central feature for his window trim. The rest of the window was given over to a display of the combinations he had to offer.

The tank was about a foot square, just a small one. At one side he had placed one of those boy dolls that are sometimes found in stores. The boy had a fish-pole and line, but instead of the customary hook there was a small card on which was painted in large letters "59 cents." The pole was arranged so that this apparent bait hung just over the water in the tank.

In the centre of the window in a prominent place there hung a large sign worded as follows: "59 Cents Will Catch Them."

MEAKINS BASKETS



Willow Root Baskets

These unpeeled willow root baskets are sturdily built, reinforced bottoms adding greatly to their strength. Your customers can be assured of their long and faithful service.

Hardware Dealers should now be booking orders for Meakins Baskets. How are your stocks?—better look them over and order at once.

Apple Pickers Baskets

Made from selected hickory. Well liked by apple sorters. Keep these baskets on display, they are good sellers.

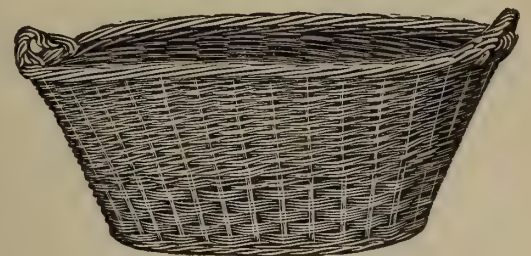


*Quotations
Furnished on
Request.*

*Our Nearest
Warehouse at
Your Service.*

Willow Clothes Baskets

Meakins Willow Clothes Baskets are made of strong, clean willow. Five sizes are made.



MEAKINS & SONS, LIMITED

HAMILTON
ONTARIO

Warehouses: Montreal, Toronto, London, Winnipeg, Calgary, Vancouver, Liverpool, (Eng.)

Hardware And Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

"PYRENE" PRODUCTS

With plant and offices located at 1197 King Street, West, Toronto, the Pyrene Manufacturing Company of Canada, Limited, is now numbered among Ontario's manufacturers. This Company will also manufacture in addition to Pyrene, their other hand fire extinguishers trade marked "Guardene," "Phomene" and "Five Gallon Pump Tank."

The "Phomene" extinguisher is of the foam type and is especially effective for fires in oil, enamel, tar, wax, chemicals, etc., ejecting twenty gallons of fire fighting foam equally resultful on burning liquids or dry materials.

The "Guardene" extinguisher is of the soda and acid chemical type, holding two and one-half gallons and is recommended for general use for fire fighting in factories, buildings, offices, schools, etc.

The "Five Gallon Pump Tank" is particularly recommended for protection of railroad property, docks, lumber camps, elevators, coal yards, etc., its capacity being sufficient to extinguish a good sized fire and its double acting pump throwing a powerful, steady stream approximately fifty feet.

"Pyrene"—universally known—is, of course, readily effective for most any kind of fire and on account of its compactness is easily transported, and on account of its being a non-conductor of electricity, its use is indispensable where electrical apparatus is used.

All "Pyrene" fire protection appliances are labelled by the Underwriters' Laboratories.

Mr. E. G. Weed, President and Manager of the Company, is in charge of the Toronto plant, and wishes it known that a standing invitation is extended to jobbers, jobbers' representatives and dealers, while visiting the Toronto Exhibition, to also visit the plant. The location of the plant is in close proximity to the Exhibition grounds and for this reason it is expected that many will take advantage of Mr. Weed's offer. This Company are also exhibiting at the Toronto Exhibition, where a full line of their appliances will be shown.

It is announced that new policies of merchandising are now in effect and that all Pyrene apparatus will be marketed strictly through trade channels; no goods whatsoever being sold to the consumer direct.

It is also understood that the Pyrene Heat Indicator, a device for determining the heat of internal combustion engines, will be manufactured at the Toronto plant.

AUTOMOBILE HAT RACK

Geo. P. Reuhl, 275 King St. East, is introducing the Sand's Automobile Hat Rack. When one wishes to take an extra hat on a trip, or wear a cap while driving, the Sand's Hat Rack is really convenient. It will save price of a new hat in place of one damaged by rolling around in the tonneau. Accommodates either men's or women's hats. Complete and ready to install on any car.

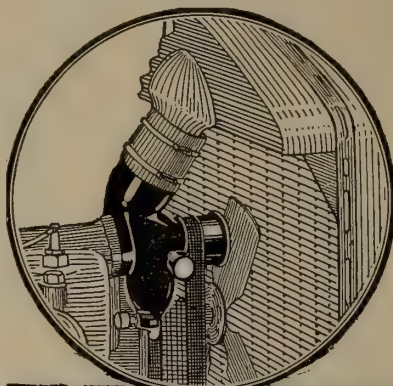
ROYAL FURNACES

The Harriston Stove Co. Ltd., Harriston, Ont., have recently distributed two new catalogues. Each booklet consists of 28 pages. One describes and illustrates the line of Royal piped and pipeless furnaces, the other the Royal line of stoves and ranges.

FLOOD PUMP FOR FORDS

The Luther Grinder Mfg. Co., of Milwaukee, Wisconsin, have recently placed a new water circulating pump for Fords on the market.

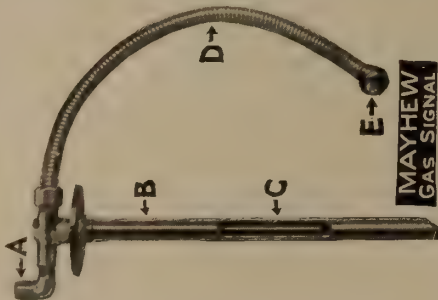
It is claimed that the pump will pump a radiator full of cool water through motor



once a minute at a car-speed of twenty miles an hour. It automatically keeps the motor temperature to the point of most efficiency. Can be installed by anyone in 15 minutes. It is sold on a ten day trial, money back guarantee. The Flood pump retails for only \$5.00.

MAYHEW GAS SIGNAL

Realizing the need on all motor cars for a device which warns the motorist when his supply of gasoline is getting low, the Mt. Carmel Labor-



atories, Mt. Carmel, Conn., has perfected the Mayhew Gas Signal. This device is adaptable to any car using vacuum fuel feed.

The Mayhew Gas Signal is operated by the air sucked through it when

the vacuum tank refills itself. When the gasoline level in the supply tank is below the bottom of the short inner pipe (3 inches from the bottom of main tank) the whistle blows. The signal operates both intermittently and continuously. The intermittent whistle comes as a result of the vacuum system sucking gasoline from the main tank in that manner. But when all the gasoline in the main tank is exhausted, and the car runs only on what gasoline remains in the vacuum tank, the whistle sounds continuously. The Signal is not a noisy device. The whistle is just loud enough to warn the motorist that his gas tank needs refilling.

Mayhew Gas Signals are individually packed and labelled with the names of cars on which they may be installed. Sales are handled by Korax, Inc., 56 West 45th St., New York City.

BARN YARD GOLF

For playing the old-fashioned game of "Barn Yard Golf" or Horse Shoe pitching, the Chicago Steel Foundry Co., Chicago, Ill., are introducing regulation pitching shoes. Weight 2½ lbs. each, uniform in every respect, shoes are drop forged, all steel and superior to malleable cast iron shoes. Enameled in three colors, black, blue and red.

HOSTREAM HEATERS

A twenty page illustrated catalogue describing kerosene, gas and indirect water heaters manufactured by the Hostream Heater Company, Cleveland, has been issued by that Company.

BESCO IRONS

The Brock Synder Manufacturing Co., Grimsby, Ont., are manufacturing the "Besco" electric iron, the element of which is so inset that it cannot possibly slip, or become scuffed by a fall. Each iron and element is being guaranteed for one year.

ATHLETIC GOODS CATALOGUE

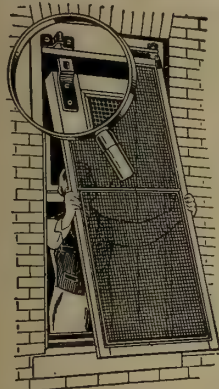
Wright & Ditson of Canada, Ltd., 40 Wellington Street East, Toronto, have issued their 1923 Fall and Winter catalogue of Athletic Goods. The booklet, which has been prepared in an attractive style, consists of 42 pages. A copy of the catalog will be mailed on request.

ALLEN'S FLOOR POLISHERS

George Allen, 47 Hilton Avenue, Toronto, is offering to the trade Allen's Wax Floor Polishers. The most noticeable feature of the "Allen Patent Floor Polishers" is a groove in the top which permits the handle to sink down on either side until it is quite on a level with the brush proper, thus enabling the operator to easily manipulate the polisher and swing it underneath tables, chairs, and other furniture.

HERCULES SASH CORD

Made in Canada and
used with complete
satisfaction through-
out the Dominion for
over twenty - five
years. - - -



Give Them PHENIX QUALITY In Screen and Storm Sash Hangers and Fasteners

Phenix Storm Sash Hangers and Fasteners are simplest, handiest, easiest applied, most efficient—that's why they sell best. New improvements put them in a class of their own. Write today for Catalog showing full Phenix line. Samples free. Sold by all leading jobbers of the Northwest.



PHENIX MFG. CO., 030 Center St., Milwaukee, Wis.



PFLUEGERS' Fishing Tackle

Best by Test



Since 1864

THERE is a piece of Pflueger Tackle for every kind of fishing from the game fish of the fresh water lakes and streams to the leaping Tarpon of the briny deep.

A Variety of over 5000 Articles: Reels, Hooks, Baits, Spoons and Spinners, Snelled Hooks, Leaders, Cuttyhunk Lines, Silk Lines, Furnished Lines, Wooden Minnows, Rods, Flies, Floats, Sinkers, Etc., Etc.

Pflueger Tackle is guaranteed without time limit against defects in Workmanship or materials.

THE ENTERPRISE MFG. CO.

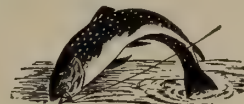
"The PFLUEGERS"

Largest and Oldest Tackle Makers in the United States

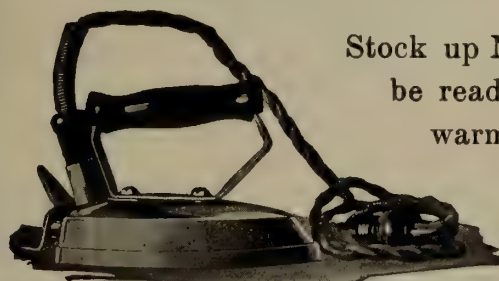
AKRON, OHIO, U.S.

DEALERS

Ask for our No. 37 illustrated catalog, 400 pages of interesting information.



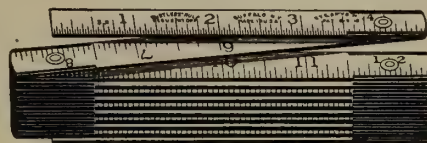
BETSEY BROWN ELECTRIC IRON "The Iron that Gives Satisfaction"



Stock up NOW and
be ready for the
warm weather
demand.

BURLINGTON ELECTRIC COMPANY
BURLINGTON - ONTARIO

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as durable.

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

5 Lafayette Avenue

Buffalo, N.Y., U.S.A.

THE LATEST DEVELOPMENT IN WRENCHES

"IT CAN'T LET GO UNTIL YOU LET IT"

Make your customers happy by selling them a Universal.

As far ahead of the ordinary wrench as the automobile is ahead of the stage coach.

Prices reduced



An adjustable wrench; an offset wrench, a full ratchet wrench, a pipe wrench, a pair of pliers all in one tool. The best wrench value on the market.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH COMPANY, 2 Medbury Lane, Windsor, Ont

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

MANITOBA

Winnipeg—W. E. Davison has been appointed credit manager for the J. H. Ashdown Co. Ltd.

SASKATCHEWAN

Alamenda—Howarth & Slack, hardware, discontinuing.

Elnora—T. E. Cray, hardware, purchased by J. S. Reynolds.

Elrose—Elrose Harness & Hardware Company, discontinued.

Frontier—Gibertson Bros., hardware, commenced.

Govan—H. W. Davidson, purchased hardware business of Dutton Hardware Company.

Meyronne—W. J. Armstrong, hardware, commenced.

Tate—J. Lamb, hardware, discontinued.

Truax—Huang & Collingwood, hardware, commenced.

ONTARIO

Brampton—The Brampton Tire & Rubber Co. Ltd. have been incorporated with a capital of \$250,000.

Brantford—H. W. Turnbull, formerly associated with W. H. Turnbull & Sons, has commenced "The Stove Shop."

Chatham—G. McKeough has commenced a wholesale heavy hardware business.

Englehart—Williams & Scott purchased hardware business of N. H. Williams.

Hamilton—Chas. J. Taber has been appointed general sales manager of The Hamilton Stove & Heater Company Ltd.

Hamilton—Lambert Hardware, 204 Kenilworth Ave., commenced.

Hamilton—The Coffield Washer Co. of Canada, Ltd., have appointed F. S. Babcock as sales manager.

Kelowna—Percy Harding of the Morrison-Thompson Hardware Co. Ltd., has purchased a small farm a few miles out of town.

London—D. G. Clark, manager of publicity, McClary Mfg. Co., has left for a six months' business trip to Australia.

Sault Ste. Marie—Symon & Campbell, hardware, commenced.

Toronto—A. M. Menendy purchased hardware business of J. A. L. Doherty, 355 Roncesvalles Avenue.

Toronto—The Hardware-Electric Co., 223 Queen East, commenced.

Toronto—Wilson's Hardware, 1219 Kingston Road, commenced.

Toronto—Fred C. Carman, representing Burgess Batteries Ltd., Niagara Falls, Ont., was a visitor to the office of "Hardware." He will accompany L. R. Baker, general manager of the company, to Eastern Canada where they will arrange to open a warehouse at St. John, N.B., to serve the Maritime Provinces.

Toronto—W. H. Fox, purchased hardware business of J. Wood & Co.

Toronto—Autoquip Ltd. have been incorporated to deal in automobile equipment and accessories.

Toronto—Wm. Craig has been appointed Canadian representative for H. H. Barton & Son, Inc., of Philadelphia, manufacturers of Garnet paper and cloth, abrasive products, etc.

Windsor—Thompson Clyde sold to Mason Bros.

QUEBEC

Montreal—J. H. La Rose, hardware, 113 St. Viateur St., discontinued.

Montreal—J. T. Smith, secretary-treasurer of Lewis Bros. has been elected second vice-president, Canadian Credit Men's Trust Association.

Montreal—J. Lowe, president Canadian Laco Lamp Co. Ltd., is on a business trip through western Canada.

Quebec—Canton & Fils, wholesale hardware, warehouse destroyed by fire.

Sherbrooke—The Paramount Rubber Co., are contemplating organizing a company with headquarters here.

MARITIME PROVINCES

Amherst, N.S.—A. N. Stevens was recently elected vice-president of the Maritime Wholesale Hardware Association.

NATIONAL HARDWARE CONVENTION

Atlantic City has again been chosen for the twenty-ninth annual convention of the National Hardware Association. The convention headquarters will be at the Marlborough Blenheim Hotel, October 16th to 19th inclusive.

Toronto—The following officers were elected at the annual meeting of the Paint, Oil and Varnish Club at Toronto, held recently. President, A. S. Boulton, Boulton Paint Co., Ltd.; Vice President, J. Craig, Sanderson-Pearcy Co. Ltd.; Secretary H. E. Mihell, Imperial Varnish & Color Co.; Treasurer, W. W. Schoales.

ATTRACTIVE ELECTRICAL WINDOW

Elliotts Hardware, Brantford, recently had an attractive window, the background of white was a fireplace in which was installed an electric grate. In front of the fireplace on a rug was displayed an electric cleaner.

GIVES TRAVEL FREE COUPONS

H. Stainton, "The High Standard Hardware," 44 Vaughan Road, Toronto, along with four other near-by merchants are using a plan by which they hope to increase the traffic to their stores and increase the totals registered daily by their cash registers.

Their service is intended to save the dealer at these stores money and at the same time assist him in securing free transportation for a pleasure trip. The plan is as follows:

With every dollar cash purchase made at the store there is given a National Free Travel Coupon, which entitles the customer to the value of one mile free travel on the basis of three cents per mile, on any steamship, railway or street car line. For every half dollar purchase, a half mile coupon and for every quarter dollar purchase, a quarter mile coupon will be given. A Toronto street car ticket will be given for every \$2.00 purchase if desired.

Customers saving the coupons may use them for week-end trips or extended trips depending upon the number of coupons accumulated.

CANADIAN TOREADORS

An organization comprised of salesmen representing Paint, Oil, Glass, Varnish, Paint Brushes and Wall Paper Trades was formed at a meeting held in Hotel Carls-Rite, Toronto. The object of the Canadian Toreadors will be to gain a



E. C. CHOWN, Toronto
Western Ontario Representative of Stewart & Wood, chosen secretary of the Canadian Toreadors.

closer friendship amongst these salesmen and discuss vital questions relative to different branches of the trade. It has been planned to hold monthly luncheons at which prominent business men will be asked to address the members on important topics.

The following are the officers elected at the formation: President, H. S. Brown, Berry Bros. Inc.; Vice President, E. J. Malone, Toronto Plate Glass Importing Co.; Sec.-Treas., R. C. Chown, Stewart & Wood Co.; Executive Committee, J. H. Wylie, A. Muirhead & Co.; J. H. Neale, Canada Paint Co., Ltd.; A. S. Haire, Alabastine Co.; J. E. Booth, Sanderson Percy Co.; V. E. Wirtz, Dougall Varnish Co.; W. H. Hall, Pilkington Bros.

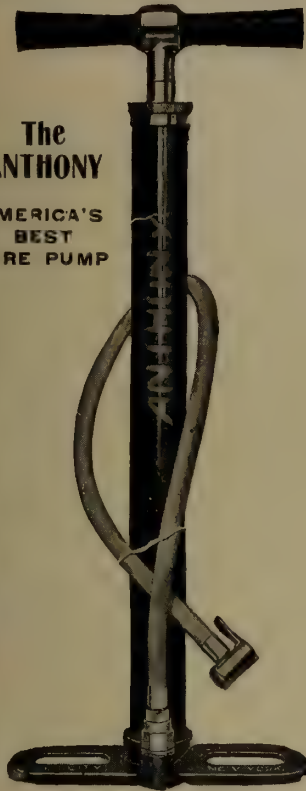
Salesmen who are associated with the trade referred to and who were not at the meeting are requested to get in touch with any of the officers and endeavour to attend next luncheon.

Retail Stove Business FOR SALE

A splendid chance to secure an old-established Toronto stove business at a most reasonable price. Finest modern equipment, with best facilities for repairs and service. Agency for several well-known makes of gas, coal and oil stoves. Apply Hardware and Accessories, Box—

A QUALITY TIRE PUMP WITH A QUANTITY PROFIT

The
ANTHONY
AMERICA'S
BEST
TIRE PUMP



This pump has gained its distinction for excellence through its mechanical perfection.

It is the one pump with an all metal, positive seating valve to permanently hold every article of air pumped.

It allows no air to leak back from the hose and half fill the barrel with every up-stroke. It is the exclusive Anthony feature

Insist on the genuine article. *EXAMINE IT and you will BUY IT.*

Write for Illustrated Bulletin, Canadian Dealers' Prices, Etc.

The ANTHONY
COMPANY
LONG ISLAND CITY, N. Y.

WRITE FOR PRICES ON SUPERIOR MACHINISTS VISES



These vises are of correct design and are strongly constructed.

They are very rigid and can be used and depended upon for all accurate work. Various sizes are made, from 3" to 6" Jaw.

We also make other types of vises, both Bench and Machine, Bench Grinders, Small Air Compressors and Saw Mandrels. Write us direct or to our representatives—

A.G. & A.L. BROWN CO., MONTREAL and
DAVID PHILIP, WINNIPEG
SUPERIOR MACHINERY CO., Limited
51 York St., London, Ont.

Quality Radio Supplies

We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
U.S. Tool	Reliable Batteries	Marconi Wireless Co.
Murdock	Eveready Batteries	Federal Telephone Co.
Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY
62 YONGE ST. ARCADE, TORONTO, ONT.

Reliable Radio "A" Battery For Peanut Tube Sets

has three advantages

1. 50 to 75 per cent. longer service.
2. Clearer reception.
3. Better construction.

Superior Construction is a proven feature of all "Reliable" Batteries. Here's proof.

"Insist on the Battery with the Blue Label."

Department of the Interior
DOMINION OBSERVATORY

OTTAWA, CANADA. June 16th, 1923

The Dominion Battery Co.,
Mill and Trinity Strts.,
Toronto.

Dear Sir,

It might interest you to know that in the several years we have been using your batteries in wireless work we have found them eminently satisfactory. We have made special tests and have found them to stand up as well as, and in nearly every case very greatly better than any other make. We used them in our own party down the Mackenzie River during the past two summers, last summer and this summer many parties from different branches are using them. Particularly useful were the specially waterproofed variety. It is almost impossible to keep all dampness from equipment at times. One wireless set got two complete duckings on the way in last year.

On our shelves I see Reliable B batteries that have been to the mouth of the Mackenzie River and back and are still good. A few were left in the country and no doubt are still there being used on a small receiving set that a party of the Topographical Survey kept there. Another I see here is dated as received in Nov. '21 -- probably was also out in use in the field -- and is still in service at the Observatory here. I was informed one set of four of your regular #6 dry cells lasted practically the whole season supplying the filament of a V24 valve set used for receiving time signals twice daily on Great Slave Lake -- this valve takes about .75 amps, much more than one of the newer Peanut variety that we are now using for the field which require only about .25 amps.

Trusting the above may be of some interest to you,

Very sincerely,

J. P. Henderson
J. P. HENDERSON,
DOMINION OBSERVATORY
OTTAWA.

RELIABLE
CANADIAN PRODUCTS

**FLASHLIGHTS
& BATTERIES**

Lively and Lasting

The Dominion Battery Co. Ltd., Mill and Trinity Strs.,

Toronto

HARDWARE MARKET SITUATION

The price changes on hardware commodities during the month past have been fewer than at any other period this year. No doubt the summer holiday season has had something to do with this, as the hardware dealer is either away for a rest himself or some of his assistants are, and those left behind are taken up more with the detail of the store.

Buying is quieter just now, also, though retail selling is much better than expected.

Employment has vastly increased during the past six weeks. Collections, however, are still off color. It is to be hoped that this condition will improve with the opening of the fall season, and it is expected that it will. Some enthusiastic prophet avers that something over fifty millions' worth of hardware will be purchased in Canada during the latter half of 1923.

While we cannot vouch for the accuracy of the above statement, the indications point to a better fall buying season than last year, and this is proved by the returns made by the Customs Department at Ottawa for the first half of the year, when our trade returns showed an immense gain over the previous year during the same period.

Crop prospects in the various agricultural sections of Canada are good, though not up to the excellent prospects of the earlier summer. Rain has been wanted in most sections, particularly in the Maritimes, and some little rust has appeared in the West. These, however, only dampen slightly the hope of a bountiful harvest throughout the Dominion.

Immigration has again set in, some splendid agriculturists having come in recently from England, Scotland and Denmark. Industrially, too, the general situation is improving, steel plants and factories using metals in their manufactured articles report larger orders.

Metal prices are not so spasmodic and fluctuations are practically non-existent. Quotations, on the whole, are easier and steadier. This condition has brought about more stable hardware prices, and dealers generally say business is much better than they anticipated.

The few important price changes are as under:

ADVANCES

Poultry Netting—Galvanized 1-inch mesh netting is now at 20 off, instead of 30, making the discount similar to 2-inch mesh.

Screen Cloth—An advance of 25 cents per hundred square feet has been made on black wire cloth, the price being now at \$2.90.

Solder—Up a cent and a half a pound.

Barn Door Hangers and Track—Advance of about 10 per cent. made on Steel Goods Co.'s makes.

Butt Hinges (No. 286)—Advance made on this pattern.

Hammers—A slight advance has been made on Maydole brand. No. 1 are now at \$20 a dozen, with a corresponding advance on the other numbers.

Meat Choppers—Universal brand now at \$1.60 instead of \$1.50.

DECLINES

Boiler Stands—Adjustable stands lower by 15 cents. The ordinary now are 45 cents each, and Stahl make 60 cents.

Fuel Oil—Reduced from \$12.25 to \$10.70 for single barrels.

Galvanized Sheets—Unsettled prices, and some declines of 25 to 30 cents per hundred pounds.

Leather Soles and Heels—A 10 per cent. decline is noted on these lines.

Trim Pipe Wrenches—Now 45 off list.

Linseed Oil—Declined during month three cents a gallon.

Turpentine—Declined 10 cents a gallon in July.

NEW ESCUTCHEON PIN PRICES

A new list was issued in July on escutcheon pins; these new prices show readjustments up and down, with new discounts. Assorted quantities of either steel or brass pins in hundred pound lots are at 40 off list; 25 pounds and over are at 32½ off; and less quantities of assorted are at 20 off.

ANTIMO WHITE

R. C. Jamieson & Co., Ltd., Montreal, have placed on the market "Antimo White," a white pigment they offer in place of pure white lead. They are guaranteeing the following claims: That its covering capacity and hiding powers are so much greater than white lead that it is only necessary to use two coats when three coats of other materials would be necessary to obtain same results over a given surface, each product being reduced with equal quantities of oil; that it will not turn grey or yellow on exposure and is equally as good for interior or exterior use; that it is snow white and will not chalk or peel; that it flows easily under the brush and is not affected by gas fumes or vapors and is non-poisonous.

CRESCENT PLIER DISPLAY BOARD

A new display board is being supplied by the Crescent Tool Company to display their new Crescent thin straight nose pliers. Dealers are said to be finding this display one of the liveliest salesmen in their store.

The new board is very similar to the display boards already being used to display "Crescent" wrenches, the only difference that the new board is much smaller.

Six of the new pliers are displayed on the board, to which they are affixed in such a way that they cannot be stolen.

Six of the six inch size of pliers packed in individual cartons are also supplied with this display outfit. The board is supplied without any charge except the regular price of the tools.

TWO—Hardware

"ASK THEM TO BUY"

John Millen & Son, accessory jobbers of Montreal and Toronto have devised a practical method of assisting and encouraging dealers to sell at the gasoline pump. A memorandum card is supplied to their customers for use of salesmen when motorists are having their gasoline tanks filled. The card reads as follows:

Memo for Salesman at the
"Gas Pump"

"Ask Them to Buy"

Jack
Mirror
Bumper
Spare Tire
Antifreeze
Spare Tube
Spot Light
Stop Signal
Radiator Cover
Spare Fan Belt
Non Skid Chains
Radiator Cement
Spare Lamp Bulbs
Windshield Wipers

See Millen's catalogue for complete list of goods which please your customer and build your business.

Toward the close of a lawsuit in Massachusetts the wife of a Harvard professor arose and, with a flaming face, timidly addressed the Court.

"Your Honor," said she, "if I told you I made an error in my testimony would it vitiate all I have said?"

Instantly the lawyers for each side stirred themselves in excitement, while His Honor gravely regarded her.

"Well, madam," said the Court, after a pause, "that depends entirely on the nature of your error. What is it, please?"

"Why, you see," answered the lady, more and more red and embarrassed, "I told the clerk I was thirty-eight. I was so flustered, you know, that when he asked my age I inadvertently gave him my bust measurement."

RUDDY'S FREEZER

The Ruddy Manufacturing Co. Limited, Brantford, are introducing through the hardware trade Ruddy's Magic Ice Cream Freezer. The cream chamber and the ice and salt chambers are hermetically closed making the freezer easily carried and therefore adaptable for picnics, automobile parties, etc. Ice cream will remain frozen for eight hours.

The United States is the world's largest producer of lead, but since it is also the largest consumer, it is out-ranked as an exporter by Spain and Australia.



Help him to think!

A man buys razor blades when he thinks of them.

Help him to think of them while he's in your store.

You can make the suggestion inoffensively and without undue urging by placing a few Gillette Safety Razors and packages of blades in show cases and other prominent places in ALL of your different departments.

Every buyer of a Gillette Safety Razor is a permanent customer of your store—a future buyer of blades.

Nothing can return you greater profits from the small amount of space occupied.



Gillette

Safety
Razor

GILLETTE SAFETY RAZOR CO., OF CANADA, LIMITED
MONTREAL, QUE.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

Toronto, Aug. 8, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 25c.

Antimony—Per pound, 8¾c.

Brass—Sheet, base, 37c; rods, base, ½ to 1 in., round, 32c; tubing, seamless, base, 42c.

Copper—Casting ingot base, 18c; bars, under 2 inch, 40c; soft sheets, plain, 16 oz. and heavier, lb., 45c; plain sheets, tinned, 16 oz. and heavier, lb., 58c; polishing sheets, 16 oz. and heavier, lb., 50c; tubing, 46c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher. Discount on these 10 and 5.

Coppers, Soldering—Base, 4 to 8 lbs., 42 cents per lb.; 3-lb., 43c; 2½-lb., 44c; 2-lb., 46c; 1½-lb., 49c; 1-lb., 53c per lb. F.o.b. Toronto, Hamilton.

Iron—Bar, base, \$3.75 per cwt.; angle iron, \$4.00; horseshoe iron, \$4.25; Norway, \$12.50; toe caulk, \$4.20.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$8.25 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 11¼c per lb. Cut sheets to size, 1c extra.

Steel—Mild bars, \$3.90; bands, \$4.40; tire, \$4.00; spring, \$10.50; sleigh shoe, \$4.10; hoop, \$5.50; crucible cast sheet, \$3.50 per 100 lbs.

Steel, Blue Annealed—10 gauge, \$4.70 per 100 lbs.; 12 gauge, \$4.80; 14 gauge, \$4.85; 16 gauge, \$4.85.

Sheets, Black—18 to 20 gauge, \$5.20 per 100 lbs.; 22 to 24 gauge, \$5.25; 26 gauge, \$5.30; 28 gauge, \$5.40.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$7.00 per 100 sq. ft.; 26 gauge, \$7.50; 24 gauge, \$10; 22 gauge, \$12.50; 20 gauge, \$14; 18 gauge, \$19; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Queen's	Fleur-de-lis
28 gauge, per 100 lbs.	\$7.50
26 gauge, per 100 lbs.	7.10
24 gauge, per 100 lbs.	6.80
22 gauge, per 100 lbs.	6.65
18-20 gauge, 100 lbs.	6.50

Apollo	
10½ oz., per 100 lbs.	\$7.40
28 gauge, per 100 lbs.	6.90
26 gauge, per 100 lbs.	6.60
24-22 gauge, per 100 lbs.	6.45
20-18 gauge, per 100 lbs.	6.30
16 gauge, per 100 lbs.	6.15
14-12 gauge, per 100 lbs.	6.00

Plates (Canada)—Dull, 60 sheets, \$5.50 ordinary, 52 sheets, \$5.40; Eng-

lish blue plates, 52 sheets, \$5.10; 60 sheets, \$5.80. Polished, 52's, \$6.60; 60's, \$6.70.

Plates (Coke Tin)—IC, 20x28, 112 sheets, \$16.00; IX, 20x28, 112 sheets, \$18.50; IXX, 20x28, 56 sheets \$10.50.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$9; IXX, 20x28, 56 sheets, \$10.50.

Plates, German—IC, 20x28, 112 sheets, \$15.00.

Spelter—Per pound, 10¼c.

Tin—Ingots (100 lbs.), per lb., 48c.

Zinc—Sheet, per lb., 13½c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$11.35 for standard and \$13.13 for extra heavy. Net prices.

Boiler Tubes—1 inch, seamless, \$22; lapweld, \$19.50.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Fittings (Malleable)—Discounts, 63%.

Fittings—Cast iron, standard, 10%; extra heavy, 10%; bushings, malleable, 15%; unions, 30%; flanged unions, 10%; plugs, cast iron, solid, counter-sunk, all at 10%; couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 45%; 4½ and larger, 35%; long, 4 in. and under, 50%; 4½ in. and larger, 40%; running thread, 4 in. and under, 25%.

Oakum—Special No. 1, \$13.00; plumbers', \$6.00 per cwt.

Packing—Fine jute, 15c a pound; coarse, jute, 11c; hemp, 26c; square braided hemp, 28c; No. 1 Italian, 31c; No. 2 Italian, 24c.

Standard Butt Weld Pipe 3/C per 100 feet					
Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.	
¼ in.	6.00	8.00			
½ in.	4.32	6.30	7.56	9.60	
¾ in.	4.32	6.30	7.56	9.60	
1 in.	5.53	6.97	7.82	9.35	
1 ¼ in.	6.79	8.40	9.55	11.27	
1 ½ in.	9.69	12.07	13.77	16.32	
2 in.	13.11	16.33	18.63	22.08	
2 ½ in.	15.63	19.53	22.28	26.40	
3 in.	21.09	26.27	29.97	35.52	
3 ½ in.	33.85	41.54			
4 in.	43.61	54.32			
4 ½ in.	56.12	69.00			
5 in.	66.49	81.75			

Standard Lapweld Pipe S/C per 100 feet					
Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.	
2 in.	24.42	29.60	33.30	38.85	
2 ½ in.	36.27	44.46	50.31	59.09	
3 in.	47.43	58.14	65.79	77.27	
3 ½ in.	57.04	69.92	79.12	92.92	

4 in.	67.58	82.84	93.74	110.09
4 ½ in.	78.74	96.52	1.14	1.33
5 in.	91.76	112.48	1.33	1.55
6 in.	1.19	1.46	1.73	2.02
7 in.	1.55	1.90	2.21	2.62
8 in.	1.63	2.00	2.33	2.75
8 ½ in.	1.87	2.30	2.68	3.17
9 in.	2.23	2.83		
10 in.	2.14	2.62	3.04	3.58
10 ½ in.	2.76	3.38	3.91	4.61

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 65 and 5 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 50 and 10 per cent. This discount also applies to outlets, tubes, strainers, cut-offs and hooks.

Pipe (Lead)—14½c a pound. Waste pipe, 15c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 20%; 4 in., 25%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 37½%; 8 in., net.

Pipe (Stove)—Net; elbows, black and galvanized, net; thimbles, 50 and 7½%.

Elbows (Stovepipe)—Light, No. 6, \$1.75 a dozen; No. 7, \$2.00.

Registers—Warm air, japanned and common oxidized, 35% from standard list.

Solder—Wire, 38½c a lb.; strictly 31½c; commercial, 28¾c; guaranteed, 33c; wiping, 31c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 65 and 5%. O. G. round and half round, \$1 per hundred feet extra.

Valves—Globe, angle and check (standard), 10%; J.M.T., plus 5%; J.M.T. "C," net; J.M.T. gate valves, 12% and 10%; Jenkins' gate or straightway, 11% plus; Jenkins' Globe, 15% plus; radiator valves (standards and removable disc), 58%; Emco check valves (standard), 23%; Emco J.D. rad. valves (screwed), 28%; Emco swing check valves, ¾ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1½ in., blk. 72c, galv. \$1; 1½ in., blk. 88c, galv. \$1.25; 2 in., blk. \$1.20, galv. \$1.75.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., \$28; 5/16 in., \$34.40; ¾ in., \$22.80; 7/16 in., \$21; ½ in., \$19.60; 9/16 in., \$18.80; 5/8 in., \$18.60; 11/16 in., \$18.40; ¾ in., \$18.20; 13/16 in., \$18; 1 1/16 in., 1½ in., 1¼ in., 1 5/16 in., \$18.90; 1¾ in., 1½ in., 1½ in., \$18.40; 1¾ in., 1½ in., 2 in., 2½ in., \$19. Discount, 50% f.o.b. Montreal, Hamilton, Toronto,

Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Loaded shells, plus 2½c; empty shells, plus 15%; metallic cartridges, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, 40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2.

Augers (post hole)—Vaughn make, 8 inch, \$19.80; 9 inch, \$21; 10 inch, \$24 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$18.50; double bits, doz., \$20.50.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$41.00; No. 3, \$45.00; No. 4, \$49.00. Discount, 50 and 5.

Bale Ties—Single Loop—No. 12, \$5.25; No. 13, \$5.35; No. 14, \$5.45; No. 15, \$5.75; No. 16, \$5.95. Cross head—No. 12, \$5.55; No. 13, \$5.65; No. 14, \$5.85; No. 15, \$6.35; No. 16, \$6.45.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable—Half bushel, each, 90c; 1 bushel, each, \$1.30; 1½ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.25; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60% off.
Belting (Rubber)—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Boards (Bake)— ¾ Rim. ¾ Rim
No. 0—16 x 22, doz. ... \$ 7.50 \$11.00
No. 1—18 x 24, doz. ... 9.00 11.50
No. 2—18 x 29, doz. ... 11.00 13.00
No. 3—20 x 30, doz. ... 13.00 17.00

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$8.50 doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc), \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$6.50 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$6.51.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), ¾ in. diameter and smaller, 6 in. and shorter, 35%. Carriage bolts (\$1 list), ¾ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), 7/16 in. and larger, 20%. Machine bolts, ¾ in. and smaller, 4 in. and shorter, 45%. Machine bolts, ¾ in. and smaller, longer lengths, 25%. Machine bolts, 7/16 in. and larger, 25%. Sleigh shoe bolts, all sizes, 15%. Coach and lag screws, 30%. Bolt ends, 25%. Square head blank bolts, 25%. Plow bolts, 1, 2, 3 head, 20%. Elevator bolts, large head, 15%; corrugated heads, 45%. Fancy head bolts, 15%. Step bolts, large head (\$3 list), 15%. Whiffletree bolts, 15%. Tire bolts, 42½%. Stove bolts, 62½% and 5%. Sink bolts, 62½% and 5%.

Borax—Lamp crystal borax, 8c lb.
Brooms—No. 5, 4 strings, \$8.25 per doz.; No. 5, standard, \$9.40 per doz.; Little Beauty, \$11.30 per doz.; Royal Blue, \$15.75 per doz.

Butt Hinges (Polished Steel)—Per dozen pairs, for 2-inch size, No. 100, 75c; No. 138, 68c; No. 140, 81c; No. 540, \$2; No. 640, \$2; No. 286, ordinary finishes, 1½-inch, \$2; 2-inch, \$2.50; 2½-inch, \$2.75; 3-inch, \$3.50.

Cans (Milk)—At list plus 25%.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Choppers (Food)—Universal—No. 0, \$1.60 each; No. 1, \$1.95; No. 2, \$2.40; No. 3, \$3; No. 331, \$4.15; No. 304, \$7.35; No. 333, \$4.60; No. 334, \$12.90. Model—No. 5, \$19.32 per dozen; No. 6, \$21.84; No. 7, \$30.24.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.38 a dozen; No. 65, \$21.84; No. 75, \$30.24. F.o.b. St. Mary's.

Gem—No. 20, \$22.80 dozen; No. 22, \$28.20; No. 24, \$34.80.

Chisels (Broads')—List less 40 p.c. for plain.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13; No. 1, \$12.80; and \$13.40; No. 2, \$13.60 and \$14.20; No. 3, \$14.60 and \$15.20; No. 4, \$17.80 and \$18.40; No. 5, \$18.80 and \$19.40. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$3.10 a dozen; 48 ft. hanks, \$3.60; 60 ft. hanks, \$4.50.

Clothes Lines (Manila)—\$3.00 per dozen.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	B B B
3/16 inch, electric weld.	\$15.40	\$18.80
¼ inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.20
¾ inch, electric weld...	10.40	13.25
¾ inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
½ inch, fire weld.....	10.20	12.40
5/8 inch, fire weld.....	10.70	12.90

Combs, Curry—No. 101, \$1.40 a doz.; No. 111, \$1.60; No. 121, \$1.55; No. 127, \$1.90.

Combs, Cattle—No. 98, \$2.10 per dozen; No. 100, \$2.85.

Cord (Sash)—Hercules No. 6, 70c a pound; No. 7, 69c; Nos. 8, 9, 10, 12, 68c; No. 16, 73c.

Cord (Awning)—White, 3½, \$2.75; 4, \$3.60; 4½, \$4.85 per pound. Drab, 4, \$4.30; 4½, \$6.00 per pound.

Crowbars—\$8.00 per 100 lbs.

Sovereign, 3 in., \$1.20.

Doors, Screen—Kasement, No. 3, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills—Standard lists. Blacksmiths', $\frac{1}{2}$ in. x $2\frac{1}{2}$ in. shank, each: $\frac{1}{8}$, 45c; $\frac{5}{32}$, 45c; $\frac{3}{16}$, 50c; $\frac{7}{32}$, 55c; $\frac{1}{4}$, 60c; $\frac{9}{32}$, 65c; $\frac{5}{16}$, 70c; $\frac{11}{32}$, 75c; $\frac{3}{8}$, 80c; $\frac{13}{32}$, 85c; $\frac{19}{32}$, \$1.20; $\frac{5}{8}$, \$1.30; $\frac{21}{32}$, \$1.40; $\frac{11}{16}$, \$1.50; $\frac{23}{32}$, \$1.60; $\frac{3}{4}$, \$1.70; $\frac{25}{32}$, \$1.80; $\frac{13}{10}$, \$1.90; $\frac{27}{32}$, \$2; $\frac{7}{8}$, \$2.10; $\frac{29}{32}$, \$2.20; $\frac{15}{16}$, \$2.30; $\frac{31}{32}$, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Enamelwares—Pearl, Imperial and Colonial, 25% off list; Diamond, Canada and Premier, net list; Crvstal and White wares, 40 and 10% off; White-ware, decorated, plus 25%; Japanned ware, plus 25%; One-coat gray, 40 and 10%.

Fencing (Poultry)—3-ply, \$4.65 per 10 rods; 4 ft., \$5.25; 5 ft., \$6.

Fencing (Lawn)—12 in., \$9.25 per 100 feet; 18 in., \$10.50; 30 in., \$12.25; 36 in., \$13.75; 42 in., \$15.35; 48 in., \$16.75.

Gloves—Canvas and cotton, \$15 a gross.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$4.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstones (Mounted)—No. 300, \$8.28 each; No. 320, \$25.92 a dozen; disc., 20 and 10%.

Grindstone Fixtures (Taylor-Forbes)—15 inch, axle, \$8.75 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers (Maydole)—No. 1, \$20 a dozen; No. 1½, \$18.50; No. 2, \$17.40; No. 3, \$15.45; No. 11, \$20; No. 12, \$17.40; No. 12½, \$16.20; No. 13, \$15.45; No. 14, \$14.65; No. 701½, \$18.50.

Hammers, Sledge—(Canadian), 2-2½ lbs., \$25 per cwt.; 3-4½ lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3½ lbs., \$27.50 per cwt.; 3-4½ lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1½ lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Safety, No. 20, list less 20-10%; Reliable No. 1, list less 20-10%; Round Trolley No. 1917, list less 33 1/3 & 5%. Atlas No. 0, \$15.45 a dozen pairs; No. 1, \$17.20; No. 2, \$18.30; Stearns, 4 in., \$13.70; 5 in., \$17.55. Perfect, No. 1, \$20.85; Canada, \$15.00; Hatch, \$13.50; National, \$16.50; America, \$21.00; Great West, \$32; Storm King, No. 42, \$11.80 a doz.

Hatchets, Shingling—No. 1, \$11.25 per dozen; No. 2, \$12.

Hatchets, Lath—Nos. 3 and 4, \$11.50 per dozen; No. 4, \$11.75.

Hatchets, Barrelling—Nos. 50 and 60, \$15.50 per dozen.

Hatchets, Claw—No. 7, \$12.50 per dozen; No. 8, \$13.25.

Heaters, Electric—National Glow, \$6.10; National Heatray, \$7.50; Majestic, 1 burner, \$6.50; Universal, \$9.50; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Heaters (Oil)—No. 525, \$8.50; No. 530, \$9.50; No. 630, \$12.75. Less 30%.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.81; tee, \$1.56. 5 in., strap, \$2.12; tee, \$1.81. 6 in., strap, \$2.37; tee, \$2.12. 8 in., strap, \$3.62; tee, \$2.62. 10 in., strap, \$5.94; tee, \$4.06. 12 in., strap, \$8.62; tee, \$6.12. 14 in., strap, \$10.62; tee, \$8.75. Net prices.

Light—Net prices—3 in., strap, \$1; tee, \$1. 4 in., strap, \$1.31; tee, \$1.31. 5 in., strap, \$1.43; tee, \$1.56. 6 in., strap, \$2; tee, \$1.81.

Screw Hook and Strap Hinges—List prices, per dozen pairs—6 in., \$4.30; 8 in., \$4.80; 10 in., \$6.40; 12 in., \$7; 15 in., \$7.50; 18 in., \$11; 21 in., \$12.40; 24 in., \$16; 27 in., \$17.20; 30 in., \$18.50; 33 in., \$21.50; 36 in., \$24.50. Discount, 20%.

Hinges (Barn Door)—6 inch, \$3.60 a dozen pair; 8 inch, \$3.85; 10 inch, \$5.15; 12 inch, \$5.60; 15 inch, \$6; 18 inch, \$8.80; 21 inch, \$10; 24 inch, \$12.80.

Hinge Hasps—Per dozen, 2 inch, 75c.; haps and staples, 6 inch, 60c.; hasps and staples, double hook, 6 inch, 90c.; safety hasps, 6 inch, \$2.94.

Screen Door Sets—No. 1200, \$37.50; No. 1201, \$45 per gross.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3½ lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (Grass)—Canadian, No. 2, \$3.90 per dozen; No. 3, \$4; No. 4, \$4.10; No. 5, \$4.30; Little Giant, \$6.50; Barden Patent, \$6.50. English Fox—No. 2, \$4.65 a dozen; No. 3, \$4.85; No. 4, \$5.25.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—

Patterns	Price per keg	
	No. 2	No. 1
	Sizes and	larger smaller
Light iron	0-7	\$6.70 \$6.95
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70 6.95
Heavy iron	6-8	6.70
Snow	1-6	6.95 7.20
New light XL steel	1-6	7.15 7.40
Featherweight		
XL steel	0-4	8.55 all siz.
Special countersunk	0-4	9.25 all siz.
Toe weight (front only)	1-4	9.70 all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Hose, Lawn—Corrugated, per hundred feet; $\frac{1}{2}$ in., \$14.00; $\frac{5}{8}$ in., \$15.50; $\frac{3}{4}$ in., \$17.50. Less 5% for full reel, 500 feet.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size $\frac{1}{2}$ "	\$9.50	\$10.50	\$12.00
Per 100 ft., size $\frac{5}{8}$ "	11.00	12.00	13.50
Per 100 ft., size $\frac{3}{4}$ "	13.00	14.00	15.50

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)— $\frac{1}{2}$ inch, $\frac{5}{8}$ inch, $\frac{3}{4}$ inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$2.

Handles for above japanned, \$1.85 per dozen. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.65; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.85 net in $\frac{1}{2}$ doz. lots; Westinghouse, \$4.80 in $\frac{1}{2}$ doz. lots.

Jacks (Screw)— $1\frac{3}{4}$ x10, \$3.75; 2x12, \$5; 2x16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 34c; 44 ft., 36c; three section extension, 48c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$8.40; B, per case of 6 doz., \$7.

Lanterns—Plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.00.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.25 doz.; 3 dozen cases, \$1.10 doz.; 6 doz. cases, \$1.05 doz., Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.25 per dozen; No. 3, \$2.82; No. 4, \$4.25; Barn Door, No. 5, \$3.75.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Machines (Washing)—Dowsell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, 125.00; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$105; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowsell, \$44.10 per dozen.

Stands (Boiler)—

Mattocks—Cutter or pick, \$9.75 per dozen.

Mixers, Bread (Canuck)—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, \$16 per dozen; O-Cedar, less handle, \$14; O-Cedar, with handle, \$16; S. W. Mops, complete, \$4.65; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$7.90; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20 and 5% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 40%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¾ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2½ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3½ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrol Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Cut)—\$4.85.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box. No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2½ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 20%. American netting, 2 in. mesh, 20% off.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 18c a gallon; Palacine, 20c; Gasoline, 25c. These prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 66c; machine oil, reg. grades, 36½c; Imperial gas engine oil, 56½c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon. List less 25%.

Fuel oil, per barrel, net, 10½ cents a gallon; from tank wagons, net, 10¼c; tank cars, net, 8¾c. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.10 per 400 ft. roll; No. 2, 85c; Surprise and Stag, 90c.

—Fibre—No. 1, \$1.30; No. 2, \$1.00.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; Spruce Sheathing, 36 in. and 72 in. wide, \$6. Asbestos Sheathing, \$8.25; carpet felt, \$4.50; tarred felt, 7, 10 and 16 oz., \$3.90; asphalt felt, \$3.90.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins. Clothes—5 gross, 4 in. (loose), \$1.55 a case; 4 gross (cartons), 4 in., \$1.60; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¼ in., 80c a dozen; 2 in., 90c; 2½ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japaned, \$3.90 per dozen; No. 158, galvanized, \$4.00.

Pumps (Maxwell)—	Pitcher	Closed
	Spout	Spout
No. 2	\$2.85	\$3.10
No. 3	3.15	3.45
No. 4	3.75	4.10
No. 70		6.00
No. 80		8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 42½%, Iron burrs, 42½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 12½%; burrs, add 40%. Extras on copper rivets, 2½c per pound.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Comet—1 ply, \$1.30; 2 ply, \$1.70; 3 ply, \$2.10.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 22c a pound; Beaver Manila basis, 19c; New Zealand hemp basis, 19c; Sisal basis, 17c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ½ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1½ and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 17c; double lath yarn, 17½c; halyards, 46c; Beaver halyards, white, ¾ in basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marine and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ½ in., 62c a pound, 5/32 in., 58c; 3/16 in., 62c; ¼ in. and up, 62c.

Sandpaper—B. & A. sandpaper, less 12½%; Star sandpaper, less 12½%; B. B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh, black; \$3.75 for galvanized; \$9.50 for bronze.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 77½ and 2½% Oval Head, bright, 75 and 2½%; Round Head, bright, 75 and 2½%; Flat Head, brass, 70 and 2½%; Oval Head, brass, 67½ and 2½%; Round Head, brass, 67½ and 2½%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.50; 1½ in., \$11.85; 1½ in., \$14.35.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 85c; No. 8, 90c, No. 9, 95c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st 2nd and 4th grades, all 45%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Squares (Steel)—No. 3, \$21.60 dozen; No. 14, \$19.60; No. 100, \$24. Nickelled and blued, extra.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$23. each; Perfection No. 33, 3 burner, \$28; Perfection No. 34, 4 burner, \$36.50; No. 35, 5 burner, \$51; No. 22G over for above stoves, \$8.50. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$6.80. Detroit Glass Front Oven, No. 85, each; net. Hot Blast.

Spikes, Ship—Base, $\frac{3}{4}$ in. and larger, \$5.25 per 100 lbs. $\frac{1}{2}$ and 5/16 in., \$5.75 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, \$15 per thous.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz.

Stretchers, Fence—No. 440x2, \$1.80 a pair; No. 340x1, \$18 a dozen; No. 340x2, \$30. \$30.24 a dozen. Discount, 20 and 10%.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., \$60; Club, japanned, cyco bearing, \$120; Champion, japanned fittings, \$45; Grand, japanned, cyco b.b., \$68; Grand Rapids, nickelled, cyco b.b., \$55; Grand Rapids, japanned, cyco b.b., \$50; Parlor Queen, nickelled, cyco b.b., \$62; Princess, nickelled, cyco b.b., \$57; Standard, japanned fittings, \$46; Universal, japanned, cyco bear., \$48; Universal, nickelled, cyco bear., \$53. Toy (Bissell's)—Little Daisy, \$3; Little Queen, \$4.50; Little Jewel, \$14.

Sweepers, Vacuum (Bissell's)—Grand Rapids, nickelled, \$106 a dozen; Household, japanned, \$94; Superba, nickelled, \$120 f.o.b. factory, Niagara Falls, Ont.

Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.00; awning, \$4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Tin and Enamelwares—
Britannic, list plus 5 %.
Scotch Grey Ware.
Colonial, 30%.
Imperial, 30%.
Pearl, 30%.
Diamond, 7 $\frac{1}{2}$ %.
Premier, 12 $\frac{1}{2}$ %.

Canada, 12 $\frac{1}{2}$ %.

White, 50%.

Crystal, 50%.

Japanned ware, plus 10%.

Japanned ware, white, list plus 25%.

Plain and japanned sprinklers, list plus 15%.

Stamped, plain, 50%.

Stamped ware, plain, 50%.

Stamped ware, retinned, 45 and 5%.

Copper bottoms, net list plus 10%.

Tinners' trimmings, plain, 50%.

Tinners' trimmings, retinned, 40 and 12 $\frac{1}{2}$ %.

Tinners' trimmings, general, plus 10%.

Factory milk cans, list plus 25%.

Milk can trimmings, list plus 40%.

Cream cans, write for prices.

Railroad cans, write for prices.

Sheet iron ware, list plus 15%.

Pieced ware, ordinary list, plus 30%.

Pieced tinware, C.B., list plus 50%.

Fry pans, Acme, 25%.

Fry pans, Quick Meal, plus 10%.

Spiders, steel, plus 10%.

Fire shovels, japanned, list plus 15%.

Steel sinks, galvanized, 20%.

Steel sinks, painted, plus 10%.

ight galv. pails and tubs, net.

Heavy galv. pails and tubs, net.

Hollow ware, net list.

Garbage pails, 10%.

Jap. coal hods, list plus 45%.

Galvanized coal hods, plus 45%.

Paper lined boards, 30%.

Wood lined boards, 10 and 5%.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22 $\frac{1}{2}$ c; brackets for this, per doz., \$2.00. National Flat Track, 1 $\frac{1}{4}$ in. per 100 ft., \$13. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine Binder—500 ft., 11 $\frac{1}{8}$ c a foot; 550 ft., 12 $\frac{1}{8}$ c; 600 ft., 12 $\frac{3}{8}$ c; 650 ft., 13 $\frac{3}{8}$ c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of $\frac{1}{2}$ cent lb. on 10,000 lbs. and $\frac{1}{4}$ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 65c 4 ply, lb., 68c.

Cones, 3 ply, lb., 62c; 4 ply, lb., 65c.

Traps (Game)—Victor No. 1, \$2.53 per doz.; Giant, No. 1, \$3.35 per doz.; Jump, No. 1, \$3.35; Hawley Norton, No. 1, \$4.89; Newhouse, No. 1, \$7.39. All these include chains. Mouse, \$3.60 per gross for Victor; \$3.70 for Holdfast, and \$16.80 for Roundhead (4 hole), \$16.80 Victor. Rat, \$1.20 a dozen; Holdfast, \$1.30.

Trowels (Bricklayers)—Rose make—Size No. 10 $\frac{1}{2}$, \$25.20 a dozen; No. 11, \$25.80; No. 11 $\frac{1}{2}$, \$26.40.

Wire—Annealed or Bright—Advances over base price on sizes lighter than No. 9: No. 10 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Oiler and annealed extra, 30c. Coppering and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Bright base, \$4.00. Annealed base, \$4.15. Galvanized base, \$4.45 for No. 9.

Stovepipe Wire—No. 18, \$9.00; No. 19, \$9.50.

Barbed wire, \$4.55. Coiled spring wire, 9 gauge, \$4.55.

Wheelbarrows—Navvy, steel wheel, \$105 a dozen; garden steel, \$83; light garden, \$66. F.o.b. Montreal, Toronto, London.

Wrenches—Smart's Bull Dog, list less 65%; Track wrenches, list less 10%; Trim pipe wrenches, 45 off list.

(Crescent)—4 and 6 in., \$7.80; 8 in., \$9.60; 10 in., \$12.00; 12 in., \$18 a dozen. Discount 10%.

(Stillson)—6 in., \$2; 8 in., \$2.25; 10 in., \$2.50; 14 in., \$3.50; 18 in., \$5; 24 in., \$7.25; 36 in., \$13.50. Disc., 55% on Canadian, 42 $\frac{1}{2}$ % on genuine.

(Agricultural)—Discount 45%.

THE PARMENTER BULLOCK CO

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GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

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Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

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PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 9c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 9c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 12c.

Chrome yellow, 40c.

Brunswick green, 100 lb. keg, 12c.

Indian red, 100 lb. keg, 25c.

Lamp black, in bulk, 28c; packages, 34c.

Venetian red, best bright, 8c; No. 1, 6c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 4-6c.

French ochre, barrels, 6-8c.

Spruce ochre, 100 lb. keg, 6-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; **Indian red**, 40c; **Chrome yellow**, pure, 50c; **Golden ochre**, pure, 34c; **French spruce ochre**, pure, 29c; **Greens**, pure, 35c; **Siennas**, 37c; **Umbers**, 37c; **Ultramarine blue**, 70c; **Prussian blue**, 95c; **Chinese blue**, 95c; **Drop black**, 42c; **Ivory black**, 44c; **Signwriters' black**, pure, 50c; **Imperial black**, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c; red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$8; white, 100's, packages, \$7.50; colors, bbls. (250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: **Dougall white enamel**, \$6.40; **Vitrallite**, \$7.93; **Duralite**, \$7.50; **Old Dutch**, \$6.50; **R.H. "White"** Enamel, \$6.50; **Martins**, white, \$7.00; **Satinette**, \$7.24; **C. P. Co. Albagloss**, \$6.50; **C. D. Interiors**, \$8.55; **Mooramel**, \$7; **Lowe Bros.**, Linduro, \$7.00; **Sunshine**, white, \$6.25; **Kyanize**, \$8.10; **Solpar**, \$4.60; **Paripan**, \$9.10; **Jasperlac**, \$4.50; **Invincible**, \$6.50; colors, **Hilcrest**, \$6.50; **Adelite A. & E.**, \$7.65; **Florglaze**, \$4.60; **Ripolin**, \$7.19.

Glass—Star or Double

Case lots. 16 oz. or 24 oz.

Up to 25 \$12.00 \$19.60

26 to 40 14.90 24.40

41 to 50 16.20 26.60

51 to 60 16.90 27.60

61 to 70 17.60 28.80

71 to 80 18.60 30.30

81 to 84 21.70 35.30

85 to 90 22.80 37.00

91 to 95 22.80 41.30

Discounts—Imported, 45%; domestic, 42%.

Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50%.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

Anchor, pure	Montreal, Toronto
Champion pure	\$14.25 \$14.70
Crown Diamond, pure ..	14.25 14.70
Green Seal, pure	14.25 14.70
I. V. Perfection	14.25 14.70
Ramsay's pure	14.25 14.70
Moore's pure	14.25 14.70
Tiger, pure	14.25 14.70
O.P.W., Dec., pure	14.25 14.70
Elephant Genuine	14.75 15.20
BB Genuine, less than tons	15.60 16.05
Maple Leaf, pure	14.25 14.70

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$11.50; Genuine, 100 lb. casks, \$12.50; less quantity, \$13.50.

Glue—English, sheet, per lb., 22c to 25c; White pigfoot, 50c; Cake bone, 112 lb. bags, 20c to 30c; Hides, 112 lb. bags, 25c to 30c; Ground glues, 112 lb. bags (English), per lb., 20c to 22c; Canadian, 11c to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.26. Boiled—1 to 2 bbls., \$1.29.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco —Per 100 lbs.	White.	Tints.
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, \$4.35; Sanitone white, \$3.80; Sanitone, colors, \$3.70; C. P. Co., pure white, \$4.45; C. P. Co., pure colors, \$4.10; C. P. Co. paint, \$3.90; Elephant floor paint, \$3.65; Victoria floor paint, \$3.05.

B-H English colors, \$4.10; English, white, \$4.45; Fresconette, white, \$3.70; Fresconette, colors, \$3.70; floor, \$4.00; porch floor, \$4.10.

Crown Diamond, white, \$4.35; colors, \$4.00; floor, \$3.90; porch, \$3.95; flat wall tone, white, \$3.80; colors, \$3.70.

Moore's House Colors, white, \$4.20; colors, \$3.95; Preserve Paint, white, \$3.10; colors, \$2.90; floor paint, \$3.50; Sani-Flat, \$3.50; Porch and Deck Paint, \$3.75.

I. V. Elastica, white, \$4.05; Elastica, colors, \$3.80; Flatine, int. wall, white, \$3.80; Flatine, int. wall, colors, \$3.70.

Lowe Bros., H. S. White, No. 328, \$4.45; H. S., color, \$4.10; H. S., floor, hard drying, \$3.90; H. S., porch, \$4.10; Mellotone, flat wall, white, \$3.75; color, \$3.60.

Jamieson's Crown Anchor, \$3.70.

O.P.W. Canada Brand, white, \$4.45; colors, \$4.10; floor, \$3.90; Flat Wall, white, \$3.80; colors, \$3.70.

Ramsay's Pure, white, \$4.30; colors, \$3.95; floor, \$3.80; porch, \$3.95.

Glidden's white, \$4.45; colors, \$4.10.

Martin-Senour, 100%, white, \$4.45; colors, \$4.10; porch, \$4.10; Neutone, white, \$3.80; Neutone, colors, \$3.70; floor paint, \$3.90.

Sherwin-Williams, white, \$4.45; colors, \$4.10; floor, \$4.00; porch, \$4.10; Flat Tone, white, \$3.80; colors, \$3.70.

Maple Leaf, white, \$4.05; colors, \$3.70; floor, \$3.65.

Pearcy's Hillcrest, colors, \$3.45; white, \$3.80; floor, \$3.35.

Adelite, white, \$4.30; colors, \$3.95; Industrial white, \$3.85.

Paris Green—100 lb. lots—½ lb. paper cartons per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 to 100 lb. drums, 46c; 250 lb. kegs, 44½c; 600 lb. barrels, 44c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax.

Yarmouth and P. E. I. points ¼c per lb. extra.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$5.20; 100 lb. drums, \$5.70; 25 lb. drums, \$5.95; 12½ lb. irons, \$6.20; bladders in bbls. (400 lbs.), \$6.95; in cases (100 lbs.), \$7.20. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Varnisher, \$3; Chalco, \$3; Klensa, \$3; Cumoff,

\$3; **Dougall Lingerwett**, \$3.25; **Takof**, \$3; **O.P.W. Resol**, \$2.80; **Solvo**, \$3.60; **Varn-off**, \$3; **Adelite**, \$3.

Shellac—Per gal. in 5-gal. lots—White, \$5.00; orange, \$4.50. Gal. jugs, white \$5.25; orange, 4.75. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

	Ordinary Colors.	Greens
Sherwin-Williams	\$1.45	\$1.70
B-H Anchor	1.45	1.65
M. L. Creosote	1.45	1.65
Solignum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hilcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine—Single bbls., gal., \$1.53; 2-4 bbls., gal., \$1.54; 5 gal. lots, per gal., \$1.60.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.18; Hard Oil, \$2.76; Gold Medal, \$3.42; Elastilite, \$3.95; Granitine Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; **Sun Aero Spar**, \$4.60; **Sun Waterproof Floor**, \$4.10.

Glidden Wearette, \$4; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.63; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; **Indestructo**, floor, \$3.40. **Pale Hard Oil**, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-ite Floor, \$4.32; **Wood-Var.**, \$4.16; **Durable Spar**, \$5.23; **Finest Interior**, \$4.97.

Moorlastic Floor, \$4.25; **T. 45 Floor**, \$3.50; **Moorvar Interior**, \$3.25; **Moore's Spar**, \$5.

S. W. Mar-not, \$4.03; **Rexspar**, \$5.14; **Scar-not**, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; **House Spar**, \$4.60; **Floor**, \$4.60; **Interior**, \$3.60.

Kyanize Spar, \$5.25; **Cabinet Rubbing**, \$4.95; **Interior and Floor**, \$4.95.

Luxeberry light, \$4.56; **Granite**, \$4.56; **Spar**, \$4.73.

Ramsay's Universal, \$3.80; **Agate Floor**, \$3.80; **400 Hard Oil**, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.25; Furniture, \$2.30.

Dougall Univarnish, clear, \$4.50; **Transparent**, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$8.50; colors, \$9.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., \$1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal", 310 lb. bbls., 10½c; Sturgeon's Solpar, 10c.

Waste—Cream, polishing, 24c; White—xxx, 21c; Colored—No. 1, 14½c.

Wax—B-H Wax, 45c; **Berry Bros.**, 50c; **Imperial Floor Wax**, 35c; **Anchor**, 33c; **O.P.W. Lion Brand**, 38c; **Old English**, 67c; **Johnson's**, 67c; **Jamieson's liquid wax**, gal., \$3.60; **Ramsay's**, 45; **Martin-Senours**, 34c; **I. V. Wax**, 38c; **Sherwin-Williams**, 48c; **Solpar**, \$1.75; **Crown Diamond**, 38c; **Hilcrest**, 45c; **Plymouth Rock**, 45c; **Champion white**, 50c; **Ad-el-ite** paste, 45c.

Whiting—Plain, in bbls., \$2.00; **Gilders**, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons, \$1.55; **Methylated Spirits**, \$1.70.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, \$1.70.

NEW LINE for LIVE DEALERS

IMPERIAL PAINT CLEANER is a red-hot seller. A demonstration convinces the most skeptical. DON'T lose a share of your business—write to-day to your nearest jobber or

STANDARD CLEANING PRODUCTS

81 Bond St. Limited Toronto

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BAYARD**Rifles****SHOT-GUNS****Automatic
PISTOLS, ETC.****Pieper Arms Company, Liege**Write for Catalogue to
Dorken Bros. & Co., Montreal

POCKET **H. BOKER & CO'S** KNIVES
IMPROVED
TREE BRAND
TRADE MARK
RAZORS **CUTLERY** SCISSORS

Ask the old angler what he knows about "Abbey & Imbrie" fishing tackle—and ask his son and grandson and friends. The Sign of the Leaping Dolphin on a store window is to them a sign that here is a dealer who feels as they do about the importance of good tackle. Catalog on request. We would like your order. Identification as dealer in fishing tackle essential.

*"Fishing Tackle that's
Fit for Fishing"***ABBAY & IMBRIE**
Division of
Baker, Murray & Imbrie
97 Chambers St.
NEW YORK
Established 1820

**ORDER
BANNER
ASH
SIFTERS**

On Merit
Alone

The Burrowes Mfg. Co.
611 King St. West
Toronto, Ont.

Pyrene
FIRE
EXTINGUISHERS

Consider the number of unprotected buildings—Factories, Institutions, Homes, Stores—Think of the Motor Cars and Boats carrying human freight—Remember the increasing use of oils and gasoline for domestic and power purposes.

Fire Protection for emergency use is a necessity everywhere.

PYRENE'S potential market is enormous. The demand is growing daily. PYRENE, a product practically without competition.

Sold only through the trade.

PYRENE MANUFACTURING COMPANY
OF CANADA—LIMITED
1197 KING ST. WEST, TORONTO

Is your
store
PYRENE
protected?

Pyrene
KILLS FIRE
SAVES LIFE



CANADIAN NATIONAL EXHIBITION

Aug. 25th - Toronto - Sept. 8th

Estimated Attendance - 45th Consecutive Year - 1,500,000

Programme without precedent in its variety and extent.

Scores of new features, and all of the old that have retained public favor.

Gorgeous Cleopatra Spectacle

CROWNING TRIUMPH IN THE PRODUCTION OF SUPER-PAGEANTS

1500 Performers

JOHN G. KENT, Managing Director

ROBERT MILLER, President

24

Interchangeable Sockets

The Billmont Wrench gives you complete mastery of all standard sizes of nuts and bolts, from $\frac{3}{8}$ of an inch to 1 inch. It does this first, by reason of the Billmont system of interchangeable sockets; and, second, by its different styles, shapes and lengths of grips and handles which enable you to insert the wrench into the most inaccessible parts of a machine and exert leverage to turn the most obstinate nut or bolt. The full outfit of 8 wrenches, 2 extensions and 24 sockets is equivalent to 768 separate wrenches.

Each Billmont Wrench is made with a Universal nose piece which fits the stem of each socket. A ring spring snaps the socket firmly into place while in use. Billmont Sockets are made from solid bars of high-grade carbon steel, finely machined, broached and hardened. They are heavy and thick to stand the strain and pressure of any nut or bolt they are called upon to turn. We absolutely guarantee Billmont Sockets against breakage when used with Billmont Wrenches.

Dealers, write us for details of our Master Dealers Display Board and Merchandising Offer. We want to help you get after the machinists, motorists, garage and automobile repair men and other workers with machinery. They are all good prospects.

BILLMONT WRENCHES

Russell Gear & Machine Co., Ltd.
1209 King St. W., Toronto, Ontario

Caution: Never use a Billmont
Wrench without a Billmont
Socket. Otherwise you'll
spoil the nose piece.

HARDWARE

ACCESSORIES - SPORTING GOODS

PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

VOL. 15, No. 9

Published Monthly by WESTON WRIGLEY, 8 University Avenue, TORONTO

SEPT., 1923



*Notre Dame
Paris*

Notre Dame Cathedral
Paris, the roof of which
is protected with lead
was erected in the 13th
Century, A. D.



Lead stands the wear of centuries

In ages gone by when men built for permanence, each artisan strove to make his work a monument to himself and his craft. THIS careful workmanship and attention to detail is abundantly evident in Notre Dame Cathedral, Paris.

And when the roof of Notre Dame was laid, it was covered with lead for protection against time and the elements. Centuries have gone, but still Notre Dame stands as one of the wonders and masterpieces of the world.

Likewise today, to give your property that enduring protection, you must use White Lead—it is essential to durability. Wise painters recognize this fact. They also know that for whiteness, spreading qualities and durability, no white lead can equal Brandram's Genuine B. B. White Lead, which is made today on the original formula in use in 1729.



BRANDRAM-HENDERSON LIMITED
MONTREAL HALIFAX ST. JOHN TORONTO WINNIPEG
MEDICINE HAT CALGARY EDMONTON VANCOUVER



Our First Window Trim For This Season

ILLUSTRATED above is the new Edison Mazda Lamp window trim No. 109A. The centre-piece stands 30" high, and is a reproduction of our first newspaper advertisement, which will appear this month.

Many attractive arrangements for featuring this trim are illustrated in the Edison Mazda Blue Book, which has already been distributed to our agents. The trim itself will be sent out in plenty of time to enable agents to feature it in their windows at the same time our national advertising appears.

If you are not already an Edison Mazda Lamp Agent, we would suggest that you get in touch with our nearest district office, and investigate the money making possibilities of handling Edison Mazda Lamps.

"MADE IN CANADA" BY

EDISON LAMP WORKS
of

Canadian General Electric Co. Limited



four big reasons why you should stock "Wear-Ever"

- (1) It has the call.
- (2) It has the turn-over.
- (3) It has supreme quality.
- (4) It has the advertising behind it,



NORTHERN ALUMINUM
Co. Limited
TORONTO, CAN.

THESE four essentials account for "Wear-Ever" success. They are the reasons why the best hardware, department and general stores stock "Wear-Ever".

Tie up to this active line, and you will find that you have tied up to a permanent year-in, year-out profit line.

If you have never had "Wear-Ever" Aluminum Cooking Utensils in stock, send for our new catalog, prices and discounts. This handy coupon will bring all particulars.. Clip it out and get it in to-day's mail to us.

The Northern
Aluminum Co.
Limited, Toronto.

You may send me your
new catalog and particu-
lars of "Wear-Ever" Alu-
minum Kitchen Utensils.

NAME _____

ADDRESS _____

Our Stock of Shotguns and Rifles is in Good Shape

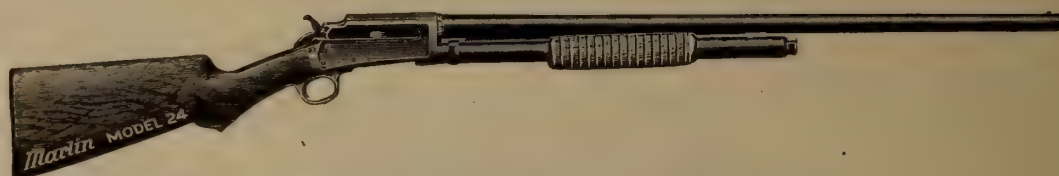
There's Every Promise of Plenty of Shooting

Be Prepared



Order by Mail

ENGLISH AND AMERICAN BREECH LOADING SINGLE AND
DOUBLE BARREL SHOTGUNS



REMINGTON, WINCHESTER, AND MARLIN
REPEATING SHOTGUNS.



SAVAGE-STEVENS, MARLIN, WINCHESTER, REMINGTON AND
COOEY RIFLES

**Ammunition, Gun, and Rifle Covers,
Trapshooters' Supplies, etc.**

Are you on our Mailing List? Our Fall and Winter Catalogue of
"Seasonable Specialties" sent on request.

THE HOBBS HARDWARE CO., LIMITED
LONDON - ONTARIO

STEEL & IRON PRODUCTS

OF EVERY DESCRIPTION

HAMILTON PIG IRON

Basic Malleable Foundry

STEEL AND IRON BARS

OPEN HEARTH STEEL SHEETS

RAILROAD TRACK MATERIAL

Angle Bars Track Bolts Tie Plates Tie Rods Spikes

SCREWS

Steel
Brass
Bronze
Wood and
Machine
Screws

WIRE

Steel and Brass, Copper and
Bronze, Heavy and Fine,
Bright, Annealed, Coppered,
Galvanized, Tinned, Stranded,
Steel and Copper Cable,
Barb, Woven Clothes Line

NAILS

Wire
Cut
Boat
Horseshoe
Shoe Nails
Tacks

POLE LINE HARDWARE

Pole Steps Cross Arm Braces Guy Clamps Guy Rods

WROUGHT PIPE

Black Pipe
Galvanized Pipe
Nipples
Couplings

FORGINGS

Shape and Drop Forgings
Carriage and Automobile
Hardware

LEAD PRODUCTS

Lead Pipe
White Lead
Putty
Shot

BOLTS
OF ALL KINDS
NUTS
SQUARE AND
HEXAGON



WIRE RODS
HORSE SHOES
FENCING
RIVETS
BURRS

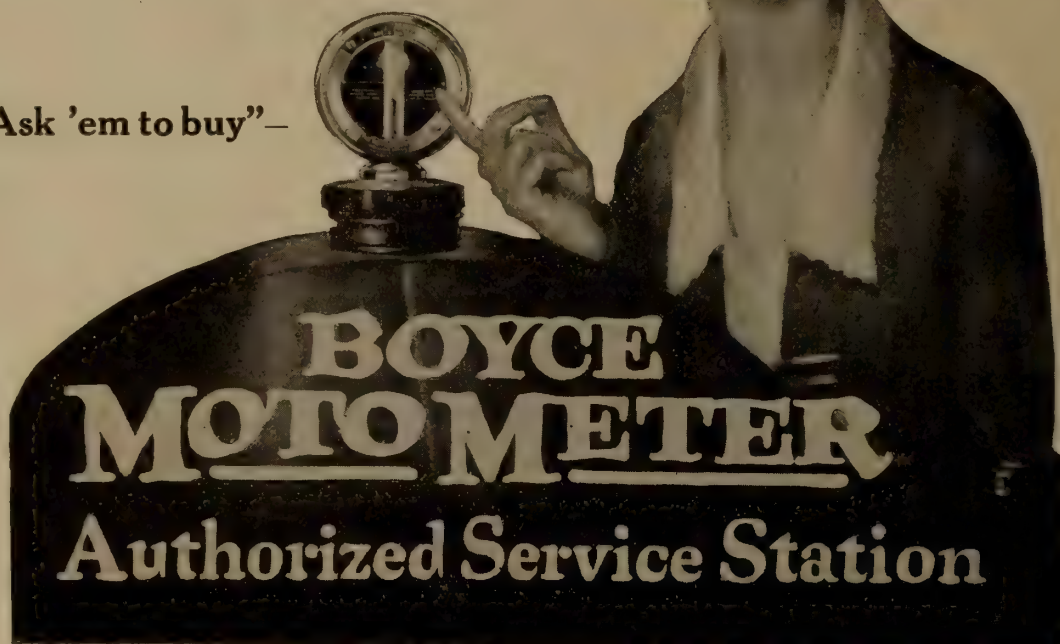
General Offices

HAMILTON AND MONTREAL

Sales Offices

HAMILTON, MONTREAL, TORONTO, WINNIPEG, VANCOUVER.

"Ask 'em to buy"—



Through Boyce Moto-Meter advertising, car owners have come to understand that dealers who display this Boyce Moto-Meter Service Station Sign give superior service.

To display this sign is to attract trade not only on the Boyce Moto-Meter line but all other nationally known brands of automobile equipment.

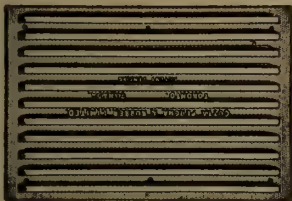
The Boyce Moto-Meter Authorized Service Station Policy is building business for thousands of dealers. Your jobber will give you the details or write to us.

THE MOTO-METER COMPANY OF CANADA, Limited
Hamilton, Ontario.

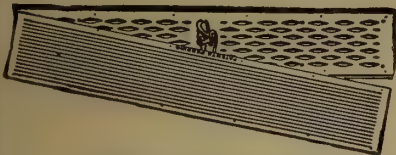
**BOYCE
MOTO METER**
The Motorists Choice ~ The Accurate Boyce
Your Car Deserves One



Sealtite Patches



Step Pads



Running Board Mats



Rubber Headed Mallets

Let Your Cash-register Judge

"GUTTA PERCHA"

AUTOMOTIVE EQUIPMENT

**Makes Sales - Satisfies Customers -
And Piles Up Annual Net Profits**

You never need to argue customers into accepting this old established line--they're already "sold." The sheer merit of the goods, and advertising in over 80 Canadian publications, smooth the way for hardware merchants who stock the "GP" line. "Cash in" on a "going concern."

"Quality all Through"

GUTTA PERCHA & RUBBER Limited

Head Offices and Factories, TORONTO

Branches from Coast to Coast

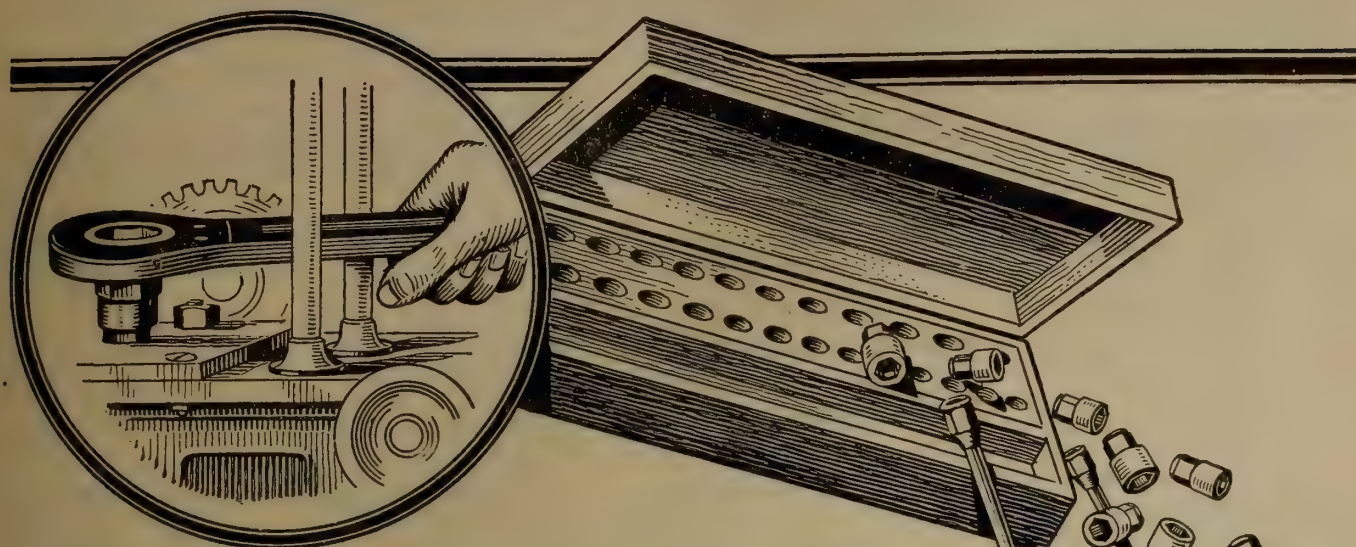
DUNLOP TIRES

Go Further and Go Better



IF YOU have not been getting *Tire Satisfaction*, "Dunlop" will give you *Entire Satisfaction*, because Dunlop Tire users are protected by the highest type of tire building and the highest conception of tire service.

CORD and FABRIC



A Wrench for Every Purpose

THE Billmont outfit gives you irresistible power over any standard nut or bolt from three-eighths up to one inch, no matter how awkwardly placed it may be to get at with any other wrench.

With eight handles or grips, two extensions, and twenty-four interchangeable sockets, the Billmont is practically a universal wrench. It will turn anything, and save time and patience doing it.

And in addition to this, the Billmont will turn set screws, grind Ford engine valves and remove oil plugs.

Every hardware dealer should show Billmont Wrenches if he wants to class as up to date. The big automobile factories and the leading garages are putting them in as standard equipment. There are prospects all around you.

Order a sample Mechanic's Kit from your jobber and let your customers know you carry Billmont Wrenches.

Write for our complete catalogue. It's full of suggestions for developing Billmont prospects.

THE RUSSELL GEAR & MACHINE CO., LIMITED

1209 King St. West
TORONTO, CANADA

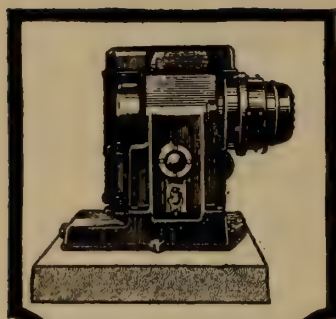
BILLMONT
WRENCHES

24
Interchangeable
Sockets

You'll Sell More Electric Pumps if You Sell Delco-Light Pumps

THE easiest way for you to sell more electric pumps and to make more money from your pump business is to have a line of pumps—

- (1) *Complete,*
- (2) *Rightly priced,*
- (3) *Backed with a reputable name,*
- (4) *Absolutely right in design, materials, workmanship.*



26 styles and sizes of Delco-Light Pumps fill every need you will meet. The prices are below anything of equal quality. The name Delco-Light is known wherever electricity is used in rural communities. And every Delco-Light Pump was designed by the men who have made electricity practical for rural use, who have developed the most successful electric light and power plants for country use.

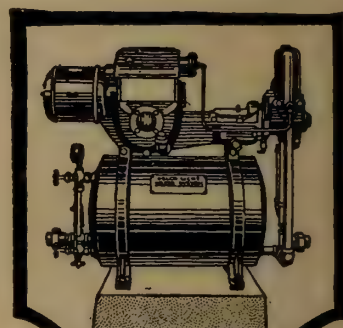
The Delco-Light distributor has a mighty interesting proposition for the pump dealer or plumbing contractor. Write to your nearest distributor about it.

Delco-Light Co. of Canada, Limited
Toronto, Ontario

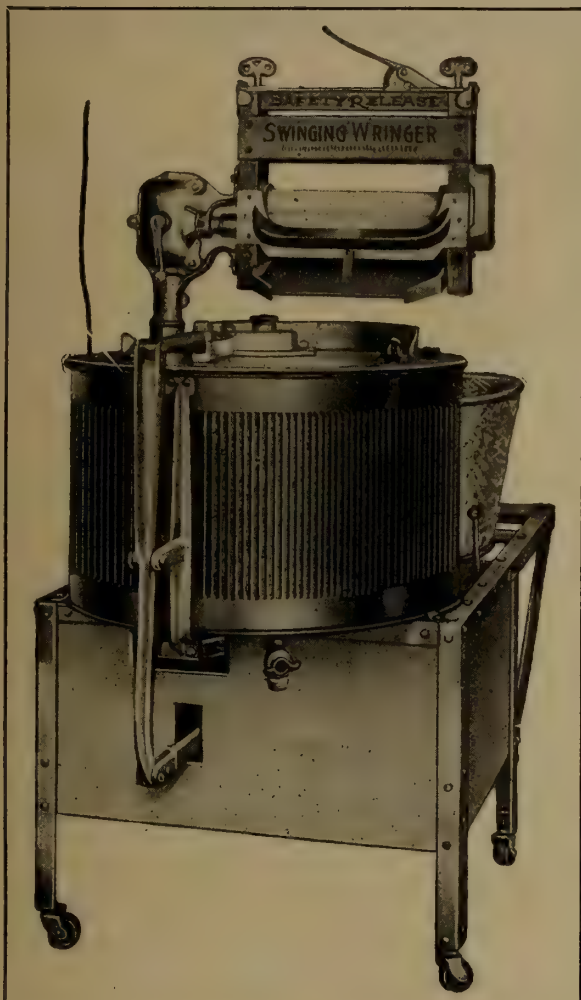
DELCO-LIGHT **Water Systems** *For Country and City Homes*

ELECTRICAL SYSTEMS LIMITED

173 King Street East
TORONTO



Bigger Value — Bigger Sales



The Connor Copper Tub Electric Model 4C

The Connor Copper Tub Electric 4C is a model that carries a very strong appeal to the women of Canada. You can bank on it as a leader. Some of the selling features are the polished aluminum feed board and drain board on 12" swinging wringer, extension folding bench. These and many other exclusive features make instant appeal.

Connor Washing Machines have won a supreme reputation in every town and city from coast to coast. They have been designed by experts and are made of the best materials by experienced workmen.

Does a minimum of 40% profit interest you? Drop us a letter or card and we will tell you how that and even more is possible by featuring the Connor Electric model 4C.

If you are open to a washing machine proposition that means more sales, greater net profits, with less selling and service expense, then sell the Connor Model 4C.

We Make Other Types of Washing Machines

including water power, hand operated, etc., as well as clothes wringers, woodenware, etc. Some of our water motor washers have been in use for over 13 years and still going strong.

Electros for use in your advertising gladly supplied on request.

J. H. Connor & Son Limited, Ottawa, Ont.

311 Chambers St., Winnipeg, Man.

More Dealers are Selling "RADIANT" Products

Since the reorganization of the Canadian Radiant Electric Company six months ago, dealers have shown a confidence in "Radiant" products that has produced a sales increase of more than 50 per cent. over each preceding month.

The company wishes to express its appreciation of this trade acceptance and to present these facts to those dealers who are not already familiar with the new organization and its policies:



"RADIANT DE LUXE" IRON

The angle of the handle rests the wrist and forearm. Note the long shield protecting the pull-out plug. Weight six pounds. Guaranteed one year.



"RADIANT DE LUXE" TOASTER

The new long life element insures satisfactory service. Built just as good as it looks. Guaranteed fully for one year.

The Canadian Radiant Electric Company has been completely reorganized and is under entirely new management.

The business has been placed on a permanent basis. Improvements have been made to plant and property that have entailed the investment of thousands of dollars.

"Radiant" Products are manufactured on a quality basis only. Every care is taken to make them serviceable and satisfactory in every way. "Radiant De Luxe" Irons, for example, are tested to five times their rated capacity.

"Radiant" Products are now being handled by many of the leading and best established jobbers in Canada. Complete information can be obtained from them or by writing direct.

Canadian Radiant Electric Company

Grimsby



Ontario

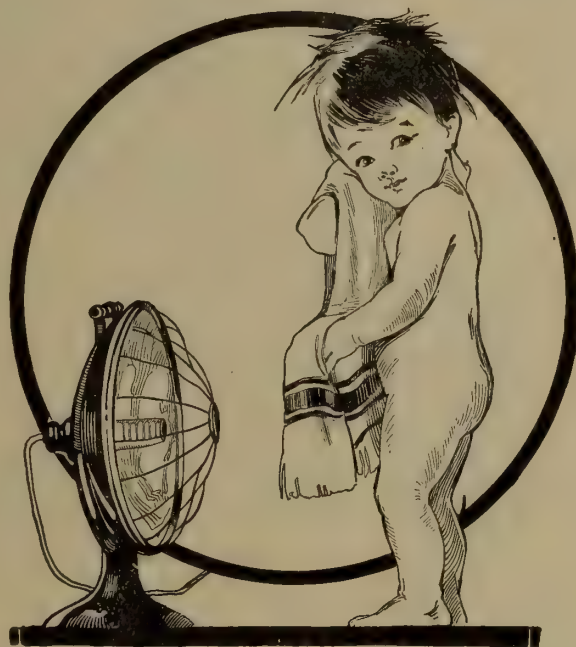
Westinghouse

COSY GLOW ELECTRIC HEATERS

BE PREPARED for the big demand! Coal will again be hard to obtain this winter and there will be many sales of Westinghouse Cosy Glow Heaters.

Look over your stock now. Have you sufficient for the fall and winter trade? If not order at once from our nearest office.

We can fill your requirements promptly



Made in Canada

Canadian Westinghouse Company, Limited

HAMILTON

ONTARIO

District Offices:

TORONTO

MONTREAL

WINNIPEG

CALGARY

VANCOUVER

EDMONTON

FORT WILLIAM

OTTAWA

HALIFAX

"YANKEE" TOOLS

ARE DIFFERENT FROM OTHERS
IN WHAT THEY WILL DO AND HOW THEY DO IT

All our drills of ratchet construction have five adjustable features. Plaindrill—Left hand ratchet—Right hand ratchet—Continuous movement and lock.

No simpler operation can be conceived to produce such widely varied movements.



No. 1530
3 Jaw chuck single speed.



No. 1545
Double Speed 3 Jaw chuck.



No. 1555
Double speed 3 Jaw chuck.



No. 1550
Single speed 3 Jaw chuck.

NORTH BROS. MFG. CO.
Philadelphia, Pa.

CANADIAN SALES OFFICE
ADCOCK & COMPANY, LIMITED, MONTREAL

To the Retail Hardware Trade:

"HARRIS" HEAVY PRESSURE

THE COPPER COATED CAKE

is one of the most attractive, profitable and easiest handled line.

It is the finest General Service

BABBITT METAL

manufactured, and has a larger Demand for it than any other brand of Babbitt on the market.

Neatly wrapped ready to hand out.
We put up a 2 lb. cake for small requirements.

Order from your Jobber

THE CANADA METAL COMPANY, LIMITED

Winnipeg Montreal TORONTO Vancouver Hamilton



Wrapped



Unwrapped

NATIONAL HARDWARE



No. 81—Portable Fire Basket.

Highest Quality Builder's Hardware

Designed
Hardware
Trimming
Mortise
and
Rim Locks

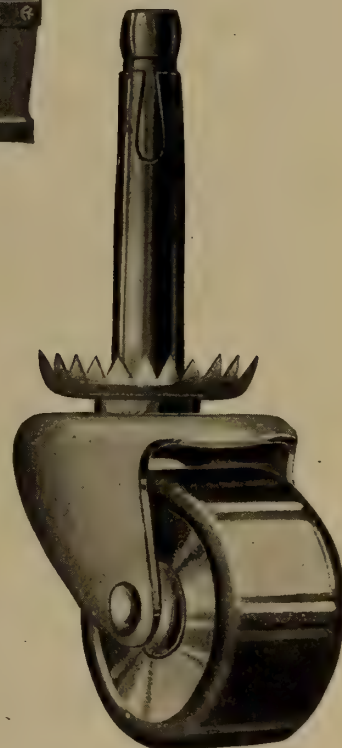
Cast Iron Goods
including
Dome Dampers
Soot Doors
Fire Baskets
Etc. Etc.

*We make prompt deliveries.
Quotations on request.*



No. 68

Up to the Minute Lock Sets.



No. 5. Casters

National Hardware Company, Ltd.

Orillia, Ont.

Thos. Wright
30 Front St. East
TORONTO, Ont.

James Preston
284 Beaver Hall Hill
MONTREAL, Que.

D. A. McDonald
141 Bannatyne Ave.
WINNIPEG, Man.

D. G. MacLachlan
543 Granville St.
VANCOUVER, B. C.



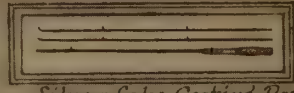
Worth Reel



Templar Reel



Superex Automatic



Silver Lake Casting Rod



Biz Minnow Luminous



Progress Reel



Golden West Reel



Merino Grasshopper



Lowe Canadian Special Bait



Lowe Star Bait - single



Indiana Fly Spinner



Fluted - Weedless Bait



Loose Buffalo Bait - single



Entime - Buck - Tail Spoon



Luminous - Tandem Spinner



Colorado Spinner



Catch-Nibbler Float



No. 133 Furnished Line

Pflueger Fish Getters

Pronounced "Flew-ger"

Made by the Third Generation of Pfluegers

Best by Test



Since 1864

THE articles shown on this page are some of the "High Spots" made and guaranteed without time limit by "The Pfluegers," the Oldest and Largest Makers of Fishing Tackle in the United States.

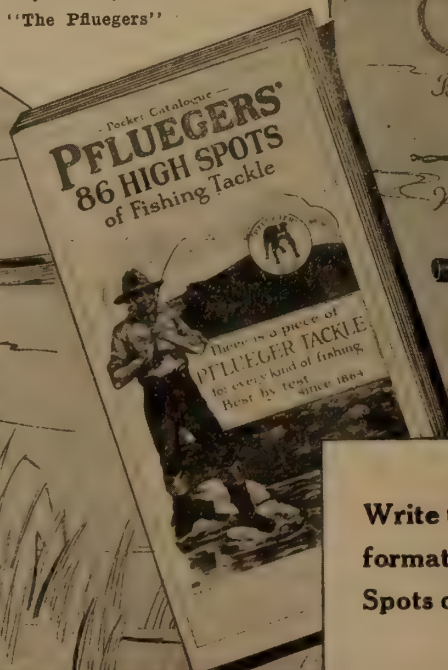
Pfluegers 86 High Spots are only the most popular selling articles in the largest and most complete line of fishing tackle manufactured by any one concern in this country. The High Spots are illustrated and described in the pocket catalogue shown below.

Thousands of dollars are spent annually in advertising and creating a demand for these well known articles of fishing tackle. We strongly recommend that stock specifications be placed now to avoid a possible advance in prices, as well as to insure prompt deliveries.

Our new Price List for season 1923-24, effective September 1, 1923, is now ready for distribution.

THE ENTERPRISE MFG. CO.
Akron, Ohio, U.S.A.

"The Pfluegers"



Trout and Bass Flies



Wizard Wiggler



Surprise Minnow



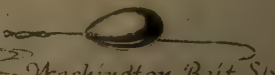
Kent Floater Bait



Breakless Devon Minnow



Bear-Valley Spinner



Washington Bait Spinner



Ecco Frog Spear

Write today for further information regarding High Spots of The Pflueger Line.

LIQUID VENEER

In Every Canadian Home

Get your full share of this big Fall campaign.

Liquid Veneer advertising in twenty-one of Canada's leading magazines and newspapers will reach 1,198,700 of Canada's worth while homes, or more than 5,000,000 readers.

Think of it! Five million messages into the homes of Canada—seven times in the next four months—so that **you** can get more business on Liquid Veneer and Liquid Veneer Products.

Every housewife needs every one of these wonderful labor and time savers—be sure that you have them in stock when she comes to your store and asks for them.

Liquid Veneer, Liquid Veneer Mop Polish, and Liquid Veneer Mops are profitable sellers—better place your order with your jobber now and get the full benefit of the Fall house-cleaning business—or write us direct about our many Special Deals and Free Offers.

"LIQUID VENEER PRODUCTS ARE MADE IN CANADA"

BUFFALO SPECIALTY CO.

Bridgeburg, Ont.

Buffalo, N.Y.

London, England





Oakville Aluminum Ware

YOUR customers will be pleased with Oakville cooking utensils because every piece will give instant and satisfactory service. They will be happily surprised at your offering this high grade aluminum ware at such reasonable prices.

Be sure to make a good showing of Oakville Ware. Nothing is more certain to drive away good customers than by not having in stock what they might desire. This bright, shiny kitchenware appeals to the most discriminating housewife and yields the dealer a good margin of profit.

Hardware dealers who are now handling Oakville Aluminum Ware are meeting with good success. Why not do likewise and order your stock replenished at once.

If your jobber cannot supply you, write direct and we will ship immediately from stock.

The Aluminium Ware Mfg. Co.

LIMITED

Oakville - Canada

Selling Agents

RICHARDSON & BUREAU, MONTREAL

WESTON WRIGLEY
Editor and Publisher
C. H. BROOKS
Advertising Manager
W. J. CROWLEY
Montreal Representative
H. ABRAMS
New York Representative
JOHN D. ROSS
Chicago Representative

HARDWARE

ACCESSORIES - SPORTING GOODS
PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT
A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

A Consolidation of
HARDWARE and
ACCESSORIES
CANADIAN TIRE and
ACCESSORY JOURNAL
and the
CANADIAN HARDWARE
JOURNAL
Established 1909

VOL. 15—No. 9

8 UNIVERSITY AVE., TORONTO, SEPTEMBER, 1923

\$1.50 Yearly in Canada

WHERE ARE THE SIGNS OF DEPRESSION?

A SUMMARY of the electrical needs of more than two hundred and fifty Canadian towns and cities distributed from coast to coast indicates only 7.3 per cent. saturation on the average. These figures are startling in the definiteness with which they point to vast sales opportunities. Here are the figures:

Degree of saturation of wired homes:

- Electric Ranges—3.1%
- Electric Percolators—3.7%
- Electric Vacuum Cleaners—5.0%
- Electric Washing Machines—5.9%
- Electric Dishwashers—.07%
- Electric Water Heaters—1.3%
- Electric Toasters—18.2%
- Electric Air Heaters—4.8%
- Sewing Machine Motors—1.2%
- Electric Irons—45.7%
- Electric Ironing Machines—14%
- Electric Refrigerators—.06%
- Electric Fans—5.4%.

HOW TO MEET COMPETITION

THE greatest practical problem is faced by the retailers in the opinion of Roger W. Babson. They are up against several fundamental difficulties.

Increased Number of Retailers. Investigation fails to find a single city where, during the past ten years, the number of retailers has not increased at a greater rate than the population.

Increased Cost of Doing Business. Retailers are faced today with increased rents, increased wages, increased taxes, and increases in almost every department of their business. This is largely a result of the increase in the number of retailers.

Chain Store Competition. Although the chain store is in its infancy, many lines of trade are already feeling the effect of chain store organizations. It is mostly felt by the grocers, shoe stores, hardware dealers, clothing stores; but other lines are gradually being forced to meet this chain store competition. The ultimate results may be serious.

What Retailers Must Do

Work Harder for New Customers. The better retailers must organize into groups for collective advertising, circularizing, and general educational work. Retailers should do more advertising, and cover with their advertising a larger territory than they did before the days of the automobile. Now every small city retailer can consider as a possible customer everyone living within a radius of forty miles. While each retailer should advertise his own business independently, yet he should be willing to join with the others in constructive and educational advertising.

Give Better Service. Retailers must remember they are the servants of the consumer and are not in business to gouge the consumer. The retailer whose chief interest is in his customer has a good business today and is sure to prosper in the years to come. People are willing to pay for service and retailers who give real service at fair city prices enjoy real prosperity.

Establish Better Relations With Manufacturers. One of the greatest advantages which the chain stores have is their intimate relations with the manufacturers from whom they buy. It would be possible for retailers to establish such a relationship if they would only invest their money in the stocks of the companies from which they buy.

Study Business Conditions. Retailers must give more thought to the conditions of the country as a whole. The average retailer must realize his business depends a great deal upon the business conditions of the entire country. This is necessary in order to know when to buy and when not to buy, when to borrow and when not to borrow.

MORE APPLIANCES THAN AUTOS

WITHIN five years, according to Roger W. Babson, noted statistician, the annual production of electric appliances will exceed in value the output of automobiles.

"Last year 700,000 suction cleaners with a retail value of approximately \$42,000,000 were sold in Canada and the United States. During the same period housewives spent \$56,190,000 in the purchase of 422,927 electric washing machines. Figures on the third of the three national electric housekeeping appliances, electric irons, are not yet available but their sales easily run the above total way over \$100,000,000," according to the general manager of one of the big electrical manufacturing companies.

WHERE IS YOUR FUTURE GAME SHOOTING COMING FROM?

HAVE you stopped to think about your future game shooting? If not, it's time you did think about it!

If proper steps are taken NOW you and I—and future generations as well—will have all the game shooting we want. Hawks, owls, crows and other vermin kill ten times as much game each year as all the hunters combined. If the game is to be preserved for the sportsman, he must help keep down the vermin which deprives him of his shooting.

Help to organize the sportsmen of your locality into a Vermin Hunting Club. Kill off a few hawks, owls and crows and hunting will be much better this Fall, and next year.

The High Cost Of Distributing Hardware

According to Figures Compiled by Government Committee it Costs about Twenty Per Cent. More to Distribute Hardware Than Five Years Ago.

WHAT is responsible for the high price of commodities has long been the subject of bitter argument. When a housewife spends a dollar for groceries and finds that only 20c of this dollar goes to the primary producer (usually a farmer) she wants to know what became of the other 80c. The farmer, blue and in debt, does not feel any too good about it either, when he gets low prices for what he produces, but has to pay high prices for what he buys from the retail store. There have been a lot of charges and brick-bats—a great deal of loose thinking and empty talking, each fellow blaming the other, but nobody doing much about it. But there are hard cold facts to face, facts that can not easily be explained away by mere statements. The middlemen—the retailer and wholesaler—have come in for their share of criticism, and a lot of harsh things have been said about them.

This question is being discussed very widely and is occupying prominent space in newspapers and trade publications. According to *Good Hardware*, a committee of the U.S. Congress recently spent a year studying it.

Every time that the customer spends a dollar for hardware, it takes in the neighborhood of 39c of that dollar to move the goods to him from the manufacturer. In other words, the process of retailing and wholesaling costs 39c of the dollar the consumer spends. Five years ago, it cost about 31c. Generally hardware stores, both retail and wholesale, are operated efficiently and it is hard to say whether 39c is too much to pay for the cost of distributing when the service rendered is taken into consideration. But, after all, it was only 31c five years ago. Of course, there are ample excuses for this increase in cost, yet the consumer doesn't like to listen to excuses.

Often much can be learned by comparing one business with another. Just to show what it costs to distribute a dollar's worth of goods in the grocery business, a chart has been included. Out of every dollar spent by the house-

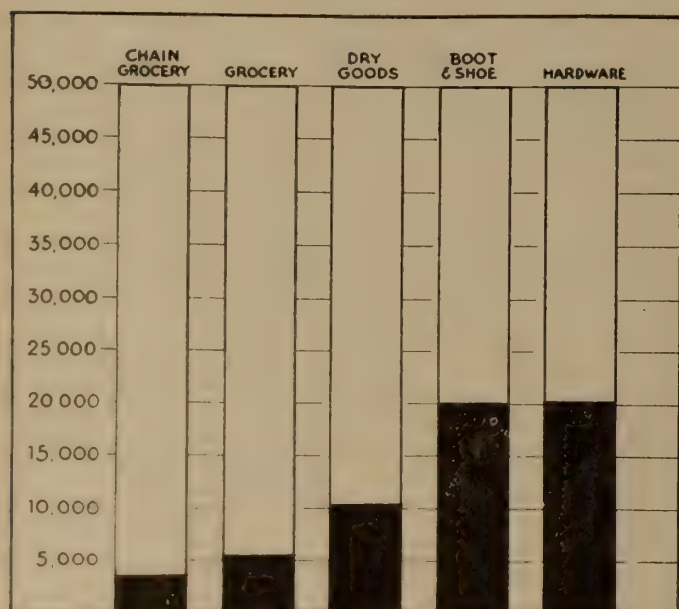
wife for groceries, 24.8c goes into the cost of distribution (wholesale and retail) as against 39c in hardware. Five years ago, it cost 24.2c in groceries as against 31c for hardware.

The striking fact in the grocery situation is, that in the past five years the cost of distribution has not increased appreciably, while in the hardware business it has increased about 8c on the dollar. In the grocery business the tendency has been away from elaborate services and there has been a decided drift to simplifying the details, while this has not been true in hardware. If anything, services have increased, and largely because they were demanded. No one, of course, claims that hardware should be distributed as cheaply as groceries are. That would be absurd, for the task is entirely different, yet a comparison may not be amiss.

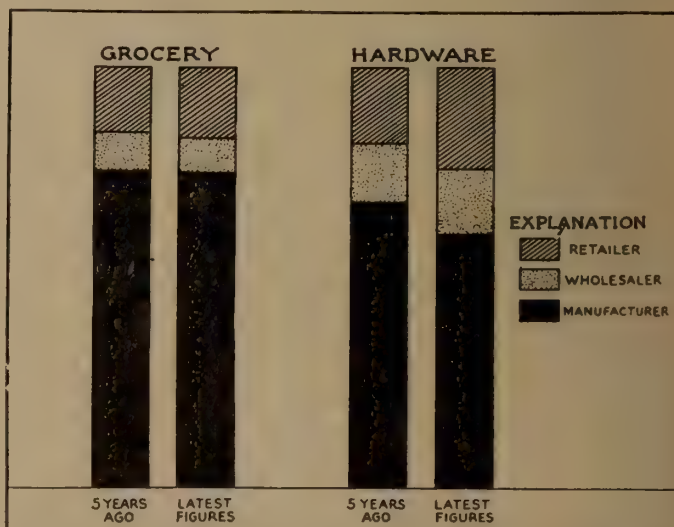
As retail distributing costs go, the hardware dealer is well in line as compared with the clothier, the shoe dealer, or the dry goods man. The grocer, as said before, however, has him beaten. But here is a significant fact: *the retail margins in clothing, dry goods, and shoes have not increased materially during the past five years, while in hardware it jumped in the last five years from 18c on the dollar to 24c.* Such an increase in cost of distribution is not found in other lines of retail business.

Here is another interesting angle: for every dollar the consumer spends for hardware, 12c goes to clerk, office hire, and management of the retail store. In other words, it takes 12c out of every dollar's worth of hardware to pay for just the work or labor necessary in the retail store. In the jobbing house it costs about 7c for this work.

These are staggering figures—much higher than in many other lines. This high service cost is made necessary because of the nature of the hardware business. It is a business of detail—an endless number of sizes, finishes, discounts, prices, tables, services, etc. Selling hardware is much different from selling groceries, where a clerk can throw the items of an order into a basket about as fast as a customer can read them off. Consequently it costs more to sell hardware. Nevertheless, every effort should be



Each column represents an average retail store in five different lines doing a \$50,000 business. Dark portions represent average stock investment in conducting this volume. Hardware investment is comparatively large, hence slow turnover. There is great need for dealers to decrease investment and speed up turnover. That will help bring down overhead.



How the consumer's hardware and grocery dollars are distributed between retailers, jobbers and manufacturers. It costs 39c to distribute a dollar's worth of hardware today, or 8c more than it did five years ago. Grocery costs were 24c five years ago and are the same today.

made to rid the hardware business of its cumbersomeness. Simplified practice in buying, selling, billing, and invoicing should be encouraged whenever possible, and such efficient measures as the decimal system and others will help eliminate this detail. To the extent that it can be eliminated, to that extent can the help and management costs be reduced.

How Turnover Operates

So much for distributing cost figures—now what about turnover? Does that have any bearing on the cost of distributing merchandise? Let us again examine the facts. The grocer turns his stock 7 times a year, the chain grocery from 12 to 15. The dry goods merchant turns his stock 3.2 times a year, while, according to the report of the Joint Commission of Agricultural Inquiry, the hardware dealer turns his on an average of 1.86 times a year. This means that on a \$50,000 business, the hardware dealer has six times as much money invested in stock as the chain grocery, four times as much as the private grocer, and twice as much as his dry goods neighbor. This is the root of much evil. The accompanying chart presents these facts graphically.

The Cost of Idle Stock

More rapid turnover is one of the crying needs in hardware today. Too large an investment in slow-moving stock is the load that is causing many a hardware dealer to groan. It has been estimated that every dollar invested in idle stock costs the dealer 10c a year. First, there is the interest on the money. Second, it makes necessary greater credit, more warehouse space, more tax, larger insurance, more depreciation, and more unnecessary handling. Slow turnover, of course, makes necessary a large investment, and this is often the cause of a credit burden and strain.

There has never been a time when careful buying was more important than now. The necessity of buying in small quantities and buying often, makes the services of the hardware jobber more necessary than ever, in spite of the clamor for the elimination of the middle man. It will be a sorry day for the retailer when the jobber is eliminated, because it is due very largely to him that buying in smaller quantities and more often, with the resultant increase in turnover and profits, are made possible.

Too often the retailer overbuys for the sake of a quantity discount. An extra discount is not necessarily an extra profit. This is an important fact. Don't forget that it costs 10c a year to carry a dollar's worth of surplus stock. "Free deals" are often the cause of overbuying. Very few things in this world are really free, and the "free deal" is generally bait to ensnare overbuying. Don't load up for the sake of a discount or a "free deal."

Too big a variety is often a cause of slow turnover. Variety may be the "Spice of Life," but it is certainly not the road to profit. The simplifying of various hardware lines, and the elimination of unnecessary or duplicating sizes, styles, patterns and varieties is the remedy. Some lines, such as dry cells, paints, pipe fittings, pocket knives, etc., have already been simplified, and a large number of varieties eliminated.

There are various committees of manufacturers at work studying the possibilities of elimination, and the coming months, will, no doubt, have interesting developments. Many manufacturers are alive to this situation, and if they are reinforced by both pressure and co-operation from the retailers, a large number of varieties will be cut out. But the dealer will still have to guard against paralleling lines and brands, and against buying the same lines from several different manufacturers. This problem needs careful study from all factors of the industry. Simplification will be a big factor in increasing turnover, and thereby in bringing down the overhead cost.

The consumer also has a responsibility in this problem. If he is going to continue to demand a lot of service, frills and fancies, of course, the cost must be paid. But he must be educated. He must be shown that excessive varieties and services cost a lot of money, and if he is interested in lower costs, he must lend his co-operation. He must demand less.

THE HALLOWE'EN PARTY

A progressive Vancouver store arranged a Halloween party setting. The rear and side walls were covered with orange crepe paper, with little black witches on brooms pasted around the edges of the orange paper. Corn husks and shelves of wheat, all tied with orange and black ribbons were stacked around the sides of the rear. In front of the corn husks were three groups of garden implements. Each group consisted of two rakes, and a hoe, which were crossed and tied together with orange and black raffia. Attached to the middle of the central group with a cardboard cat's head, with an electric light inside. A pumpkin head was attached to the center of each side group. The setting at the center was that of a camp fire, with a large black kettle suspended over the rough twig fire. An electric light bulb gleamed through some red crepe paper in the heart of the "fire". Over to the right of the fire was the figure of a witch sitting on a three legged stool. She was gazing at a deck of cards in her hands, as though telling someone's fortune. In her other hand she wielded a black wand with a gold star at the extreme end. Forming a semi-circle around the fire were several little boys and girls in masquerade attire. All the characters had removed their half-masks, but were holding them before their faces and looking at each other with shy expressions. At the far right side was a girl in an old fashioned dress, trying to bite at an apple that her male companion, attired as a tramp, was dangling before her, behind a bench. Black crepe paper covered the window floor, with an orange crepe paper border. Black plaster cats with lights inside were placed along the front in single file. Strips of orange crepe paper, about four inches wide were festooned across the ceiling, with miniature witches riding brooms and bats, suspended at intervals from invisible wires.

DISPLAY OF PAINT BRUSHES

A very good means for displaying paint brushes is used by Rush Hardware, Kingson Road, Birchcliffe. Using one of the display charts made up by the manufacturers they have a means by which they hide unsightly shelves as well as to display the paint brushes. Instead of having the chart on an easel on the floor or leaning up against the wall, they have it on a small track, similar to a sliding door, but up on the wall, when a customer asks to look at some brushes, he is shown the chart where he can pick out the kind he requires. Then the chart is slid along on its runway and the brush asked for is obtained from the boxes on the shelves, behind where the chart hangs.

Cost of operating retail stores, by percentage of each dollar of sales

	1913	1916	1917	1918	1919	1920	1921
	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent	Per cent
Clothing	25.90	25.20	25.90	26.50	24.00	25.70	24.03
Hardware	20.13	18.60	18.25	18.52	18.40	19.50	24.90
Shoes	24.14	24.45	24.21	24.07	23.78	25.25	26.88
Dry Goods	26.90	26.30	27.40	27.30	25.60	26.00	*
Groceries	14.70	15.20	15.50	14.30	14.20	14.60	16.80

*No Data.

Modern Equipment In Hardware Stores

How Some Hardware Dealers have Found the Installation of More Efficient Fixtures Help Their Businesses.

AN important item to be considered in retail stores is up-to-date sales rooms. Good equipment promotes service, and service is the basis of all business. Better service brings better business; so that, modern equipment builds up sales. The success of the departmental and mail order stores is due to modern methods and service. Many hardwaremen are meeting this competition with the same ideas and the same successes.

With the importance of the clean, bright sales room is closely allied the need for space. The movements of customers about the store should not be hampered. It is from observation that many customers make purchases. Unless they are able to walk around the store they are unable to do this. If the shop be small it does not mean

Then, the advertising possibilities of shelves, brackets, show cases and other modern display equipment are not to be overlooked. It is a very good idea to have on display as many different lines of goods as possible. This has the effect of reminding customers about other articles which they may need.

Glass show cases are one means of display that is very good. They are valuable for showing the numerous small articles that are carried in a hardware store, such as sporting goods, silverware and electrical equipment. Goods of this type are difficult to display in any other manner.

Hern hardware Huntsville, Ontario, are firmly convinced of the value of this means of advertising. As they have a large store they are able to use them to some extent.



How Builders and Mechanics Tools are displayed in Cowan's Hardware, London.

that there cannot be space. It only emphasizes the need for shelves, show cases and display tables. There are so many appliances on the market for the convenience of dealers at a low price that it is quite possible to display a great many goods and yet leave walking room.

Illustrations by courtesy of Walker Bin & Store Fixtures Co., Ltd.,
Kitchener.

Parallel with the front of the store, and a few feet inside of the door, they have the first row of cases which reaches on either side as far as the passage in front of the sales counters. In these they display seasonable lines. On entering the store if he turns to the right the customer sees more cases along the right wall where builders hardware is shown. If he turns to the left as he enters he will see sporting goods such as fishing tackle, guns and ammunition,

balls, etc., in cases along the left wall on a level with the counters. At the sides of the two passages running the length of the store are more cases. The result is that the customer cannot fail to see other articles than the one for which he entered the store.

McGregor Hardware Co., Huntsville, have had similar success with the use of glass show cases, they have a row of cases near the entrance to the store and part way down the side.

Show cases of this type form such a clean, tidy means of displaying goods that it is difficult to overlook their value. They can be dressed easily, and once that they are filled with displays do not become disarranged readily. In addition to this the goods can be easily seen.

A different type of glass showcase is the wall case. This is more suitable for goods that can be shown more to advantage if they are hanging up. Sporting goods such as golf sticks, fishing poles, rifles and builders hardware are better displayed in the wall case.

Cousins Hardware, Toronto, have one of these cases in their store and use it for the display of carpenters tools. Saws, planes, levels and other tools can be shown better when they are hanging up, and at the same time are protected against damage through clashing together as they would be liable to do if they were in a floor show case, or on a table. They are also protected from rust through handling. For smaller builders hardware the drawers along the wall are hard to beat. In addition to their value as store places these can be used for display purposes.

Wallace Hardware, Parliament Street, Toronto, attached to the face of the drawer a sample of the article that the

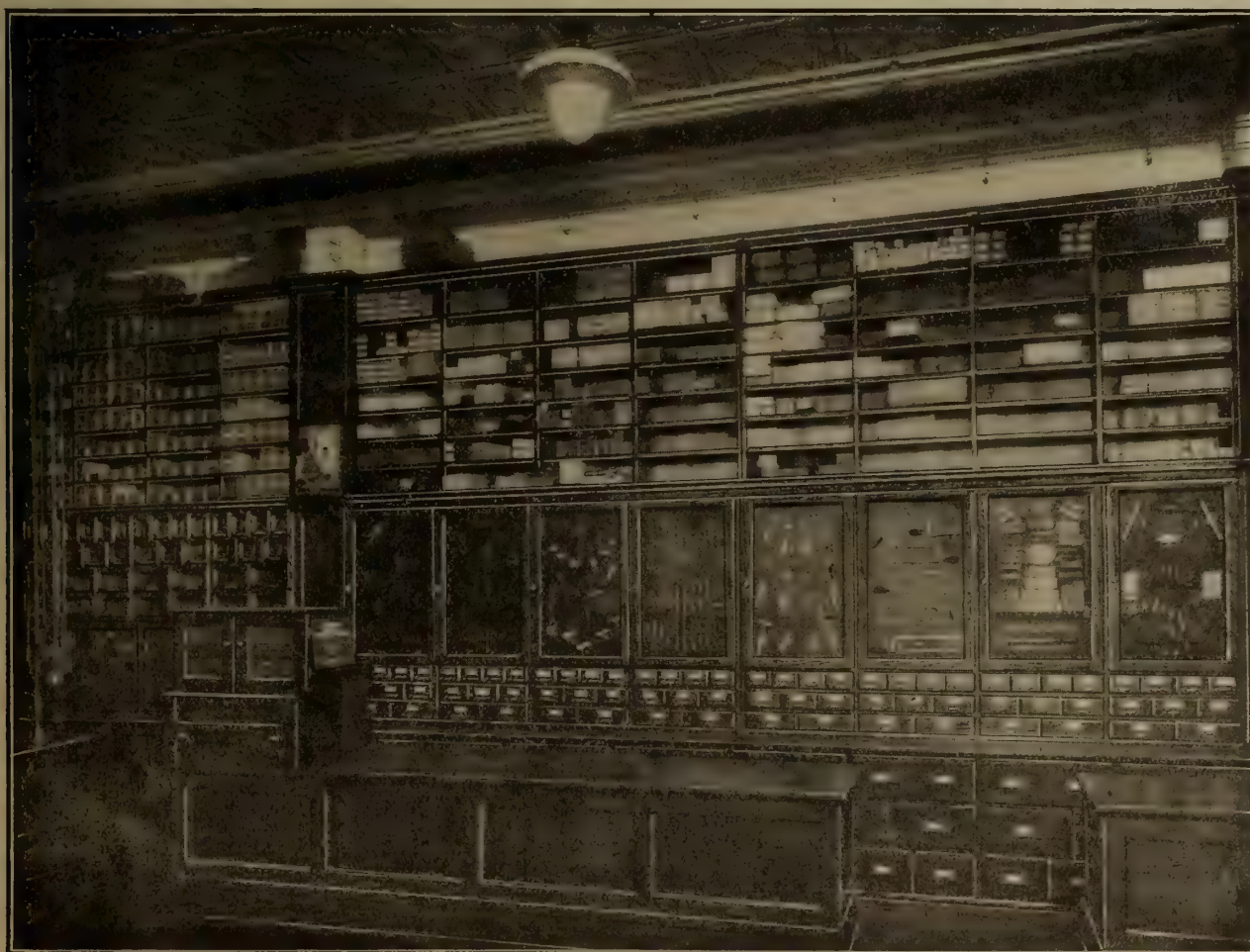
drawer contains. From these samples the customer can choose his purchase. A Windsor hardware store uses a different means on this type of drawer that they find of good service. Instead of fastening the sample of the article that the drawer contains, to the face of the drawer they cut out pictures of the various articles and paste them on. They found this to be more satisfactory because the sample often became lost or got in the way, and as the pictures were taken from the catalogues and were fastened securely to the drawer they served the purpose.

Shelves and tables are valuable store accessories. There are single tables, tables with two tiers and various types and sizes made for the use of retail merchants.

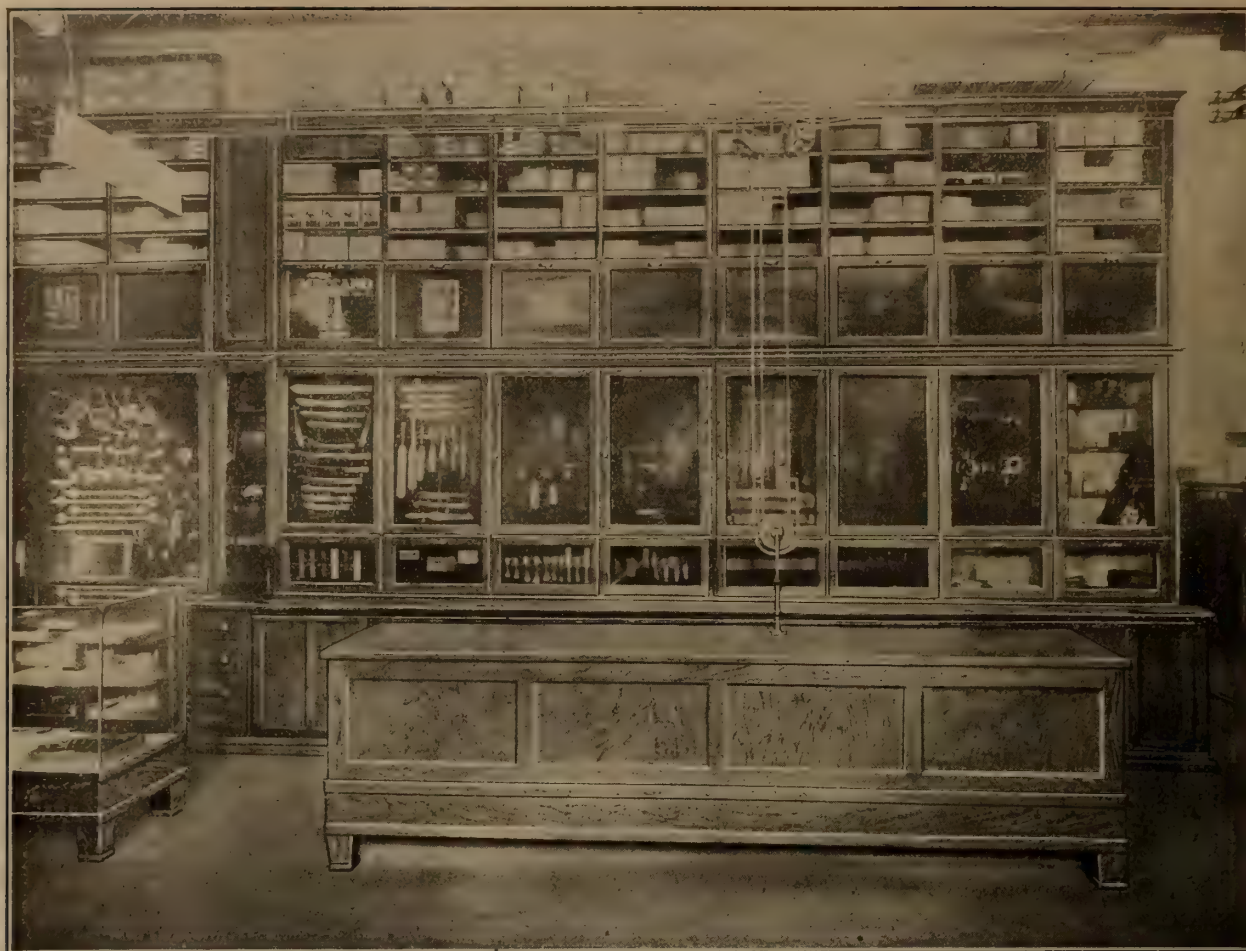
F. R. Jackson Toronto, some time ago changed the interior of his store. He did away with a store room that used to be at the back of the sales room and in that space he installed display tables on which were placed small articles for which he formerly had no room to show. Instead of reposing in the store room they were now in open view of the customers. The increase in sales of these articles was immediately noticeable. This convinced him of the value of keeping goods in sight and the worth of small tables for this purpose.

Kehoe and Keogh, Toronto, also use this idea for showing sale lines. Inside of the door they had one or two small tables which held quantities of enamel ware or aluminum, or whatever they may be featuring at the time. Price cards are attached to the goods. They have found this very profitable and their weekly sales have become very popular.

On a larger scale, Otton Hardware, Barrie, maintain permanent displays of electrical goods, household utensils



Modern Display Fixtures used by Cowan Hardware, London, for displaying Builder's Hardware, Builders and Mechanics Tools.



Cutlery and Radio Equipment displayed in attractive wall cases in Cowan Hardware, London.

and similar articles on numerous small tables down one side of the store. They are far enough apart for customers to walk around them to examine the goods that are on sale.

A good shelf is used by James Hardware, Toronto. To conserve space and to keep goods on display they have had a tier of shelves built above the wrapping counter. It is used for a double purpose. On the front face of the shelf they keep kitchen utensils and the back of the shelf facing behind the counter is used to store unsightly packages. This double purpose has been found to be satisfactory.

Another modern improvement is that of installing window fronts and display windows. A Toronto hardware store recently changed the front of their store. From one long window running flush with the street they had a modern front installed with two show windows. The entrance door was in the front and set back from the street instead of at one side of the display window and level with the street as formerly. The floor of the window was built of good hardwood on a slant in the modern fashion, instead of the old flat floor. In addition to the two big windows they had built on each side a smaller window below the large ones. Now they have four windows instead of one. The results were soon noticeable. A great deal more attention is being paid to their displays than formerly and as the windows are on a slope instead of being flush with the street, part of the window displays can be seen even before the passerby is in front of the store. As more attention has been attracted by the windows they have had greater sales.

A new device for display and storage purposes has been installed by Cousins Hardware. It is a revolving metal nail bin. It consists of four tiers of bins built in a circular shape and mounted on a single shaft, one above the

other. Each tier consists of five bucket-like bins that each hold one keg of nails. Each tier can be revolved free of the other tiers. It holds twenty kegs or one ton of nails and is only four feet in diameter and about the same in height. It can be fastened to any portion of the sales room floor. The value of equipment of this type can readily be seen. It enables customers to pick out the style of nail that will best suit their purpose as they are in open view. It does away with the storing of nails in bins under the counter where it is difficult for customers to choose the nails they want as well as releasing this space for other things.

The experiences of these hardwaremen is proof that the improved store equipment is an asset. Undoubtedly it increases the efficiency of the sales room. Some dealers must depend upon their windows, shelves and show cases for their advertising. They have no other means to feature their goods, so that the best store equipment is essential. In the case of dealers who are able to advertise in newspapers, by posters and direct mail advertising they cannot make a mistake in backing their advertising with good sales room equipment.

Vancouver became in 1922 the biggest port in Canada, the biggest grain port on the Pacific Coast, and the third port on the coast as regards total cargo tonnage. Last year 16,641 vessels were inwards here as compared with 9,382 ten years ago. The port's gross tonnage was 12,233,000 last year, compared with 1,884,000 in 1912. Forty-two ocean shipping lines now use this port regularly, as compared with 12 in 1912 and seven in 1910. Fifty-eight ocean-going vessels a month left the port in 1922, as compared with ten in 1912.

How To Compete With the Chain Stores

How the Ambitious Retailer Can Expand His Business and Fight His Chain Store Competitors With Their Own Weapons—Expenses, and Profits.

The Sixth of a Series of Copyrighted Articles by WALTER H. HAYWOOD and PERCIVAL WHITE

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HOW many times must a store turn its merchandise in order to make a profit? If that question could be answered specifically much worry would be saved retailers. But, as a matter of fact, turnover differs very widely. It is generally larger in the chain store than in the independent store, and larger in the grocery, tobacco and drug chains than in dry goods chains, clothing chains, or "five and tens".

Just what do we mean by turnover? Ordinarily speaking, turnover to the manager of a chain means the number of times the money invested in stock can be liquidated and reinvested during the year. "One of the common mistakes in figuring turnovers," says the Chief Auditor of one great chain organization, "is this: A Merchant will say, 'my sales are \$200,000 this year. My inventory is \$50,000. I have turned over four times, because \$200,000 is four times my inventory figures.' Turnover must be figured as the cost of goods sold to the cost value of inventory. Take the case just quoted. If this merchant should sell \$200,000 worth of merchandise in all departments of his business, and his average mark-up was 57 percent, his cost of goods sold would be \$200,000 less mark-up figure, which would be \$127,000. This amount, divided by his average inventory, say \$50,000, would equal two and one-half times turnover and not four times turnover."

The value of turnover analysis to the chain is that it keeps constant check on the articles which show profit and those which do not. The great secret of success in chain stores is to keep the stock turning, to keep every line selling, and to make a profit on every line. A chain would rather be out of a certain product, and permit the customer to go somewhere else, than to carry it if it is losing money. This explains the reason that, in order not to lose money, as soon as it is discovered that a particular line is moving too slowly, prices are reduced and bargains featured. If the first reduction in price does not attract attention the reductions continue until a market is found for the articles. The whole effort is to move that particular line out of stock as rapidly as possible, and, if it is necessary to take a loss, to get the loss behind the chain at the earliest possible moment. The idea is not new or untried. It was principle established by A. T. Stewart, in the merchandising of dry goods in New York, in the early part of the last century.

It was the strict pursuance of this policy of keeping up turnover that allowed the great majority of chain organizations to liquidate without the enormous losses which many retailers experienced in the post-war deflationary period through holding on to their stocks rather than cutting prices before it was too late.

A slow turnover involves waste and expense. In some cases the damage is apparent at first sight, but in others it lies deeper and must be analyzed. The Chamber of Commerce of the United States has divided the elements of waste due to slow turnover into the following classes:

1. Investment
2. Interest
3. Mark-down.
4. Salaries and wages.
5. Shelf or storage room.
6. Prestige and reputation.
7. Inefficiency.

Taking them up individually:

1. The amount of goods in stock and the amount of time these goods must be carried before they are sold determines the profit, assuming mark-up is the same. Naturally, the more frequent the turnover, the larger the profit on the same investment.

2. As few chain stores are borrowers, the interest charges would rarely enter the turnover equation. With many independent retailers, however, interest becomes of great importance.

3. The necessity of marking goods down is ordinarily a sign of poor turnover, which, in turn, might have been due to over-buying, too high a price, or no demand from the public.

4. Naturally, sales expense is increased with slow turnovers, since the same salesforce, more efficiently managed, could sell in six months what it actually sells in a year.

5. Shelf or storage room is too valuable to be taken up by slow moving goods.

6. The reputation of the store suffers if it is known to have a large stock of old goods.

7. Over-buying is ordinarily a dangerous policy. Except when there are extraordinary conditions, fresh supplies can be obtained at short notice; but an oversupply of goods cannot be so easily disposed of. Hence the whole chain of evils arising from slow turnover will occur.

As has been stated above, there is no standard rate of turnover. Each store is slightly different, and some stores, even in the same chain, vary a great deal. The turnover may vary with the different years, the stock carried, the local manager, etc. Some of the Penney stores turn their stock ten times a year, but the average is between four and six. Some of the United Cigar stores are said to turn their stocks 50 times a year. A Five and Ten Cent store must secure at least six turnovers a year to be successful, and the large chains do better than this.

The average independent retailers constantly bring down their turnover averages because of the large amount of goods on their shelves which either do not sell at all, or sell so rarely as to make it unprofitable to carry them.

Chain stores go on the principle that all goods carried must sell. If reductions in price do not dispose of them, the chain makes use of its distribution and concentrates the articles where they do sell. It is a fact that some store in chain can generally be found which will sell a product which no inducement to the public can move from another store in the chain.

If a drop in price is known to be coming, or because it is near the end of the season, chain groceries hold off from purchasing, and transfer goods from the stores that

cannot sell them to the stores that can. In this way they make sure that no "shelf-warmers" will be in the way at any store when the anticipated change takes place.

To stimulate the store manager, quotes are often made up from records at the central office and sent out to him, showing what his total sales for the month should be and perhaps indicating turnover in various lines. Thus the store manager knows at all times exactly where he stands and whether he is improving or running behind previous averages. The merchandise turnover of the chain as a whole depends more or less on the purchasing policy, but in many chains the store manager has it in his power to regulate turnover to a great extent. That is, he selects from the lists sent him those articles he can sell.

Turnover is especially important in seasonal goods and style lines. Failure to turn these goods promptly may turn profits into losses. It is possible to increase stock turnover in two ways. Firstly, sales may be increased while amount of stock remains practically the same, or increases at a rate below that at which sales are increasing. This method is the ordinary one, and is perfectly safe, since it is based on sound merchandising principles. The second method is to cut the price. In that way, of course, more people are included in the group of purchasers, since more consumers are able to purchase an article at one dollar than at two dollars. The price cutting method of increasing turnovers, however, may turn out to be a very dangerous operation. If everybody cuts prices, total sales may not be appreciably increased while profits will fall off dangerously.

It should be borne in mind, moreover, that a large turnover will not bring large profits unless the selling price is high enough to carry the overhead and other charges against it. Thus, in a cut price-war an enormous turnover may bring enormous losses. It is obvious, however, that the larger the turnover, the less profit it is necessary to make on each sale to obtain an aggregate profit satisfactory to everyone.

Generally speaking, a large turnover is secured by, (1) Careful purchasing of goods that will sell readily, (2) An efficient merchandising policy, (3) The co-operation of the personnel, (4) a careful inventory system.

These are the rules laid down by the great chain organizations, and as an example of the soundness of their policy it is worth noting that the prices of merchandise in the United States declined from 25 per cent. to 40 per cent. in the United States during 1921, while the value of sales in the chain grocery stores declined only 16 per cent. This shows the actual sales volume must have increased. But, as groceries belonging to chains deal mainly in staple articles, the increased turnover must have taken place directly at the expense of independent grocers whose hold on the goodwill of the public was not strong enough to withstand a period of depression.

Charles E. Merrill, of Merrill, Lynch & Co., a banking firm which has financed six of the largest chain systems says: "During the first half of 1921, the decrease in sales prices was so rapid that the problem was to take in enough for operating expenses. This was accomplished by great economies. As a result, the chain stores are making more money than they were a year ago when high prices prevailed.

"The price declines in the five and ten-cent stores have been nearly as drastic as in the grocery stores. By an increase in the rapidity of turnover, however, the five and ten-cent chains have been able to side-step losses which occurred to others during the price decline."

Large turnovers are not, of course, the only secret of chain store success. Profits in chain retailing are based

on a careful adjustment of the rate of turnover with the selling price. The price at which a product can be sold is, or should be, determined automatically by: (1) The purchase price paid by the chain, (2) The share of overhead expense, (3) The share of selling expense.

It is evident, therefore, that a low selling price can be reached only by economical purchasing, minimum overhead expense, and efficient retail store management and accounting.

R. C. Swanton, General Auditor of the Winchester Arms Co., has explained the theory of marking up goods from cost price so clearly that his words are worth quoting. Mark up, he says, is the amount added to the cost of merchandise to cover operating expenses and a profit. It is controlled in its upward trend by competition, and may be controlled in its downward trend by the use of accounting figures. The expense of doing business, which is the largest outlay of money outside of the actual purchase cost of the goods, must be covered in setting the sales price, before a profit can be taken. Capital invested in stock is entitled to a net profit on every sales transaction.

Few chains are willing to disclose their operating costs, from a just reluctance to reveal their particular methods of effecting operating economy. It can be stated, however, that overhead in the chain field shows broad variations. In periods of prosperity when sales are large, overhead goes down. When sales fall off, overhead increases. Overhead is inelastic in most of its items, and is slow to react to business conditions generally. Where all buying is done at headquarters, overhead is apt to be larger than where local managers have some buying responsibility.

George H. Bushnell, Vice-Pres., and Comptroller of the J. C. Penney Co., once stated that each store was charged a fixed percentage on sales each month for the maintenance of their offices. This takes care of rent, salaries, traveling expenses for officials, etc. In 1918, this percentage was 1 2/5 per cent. which included cost of accounting for 197 stores operated at that time. Accounting was only 2/5 of 1 per cent. This 1 2/5 per cent for 1918 absorbed all the corporation taxes assessed against the stores.

Again, the vice-president of a large drug company said: "We aim to keep overhead at 4 per cent of gross volume, including salaries of general officers, rent, traveling, auditors, sales managers, etc." The executive of another chain of 250 stores claimed his overhead expenses had been going down every year. For the first year or two it ran up to 10 per cent and since then had declined at the rate of about 1 per cent annually. In 1918 it was only 3 per cent.

Overhead decreases with the number of member stores operated. A new retail link in the chain requires a little addition to the chain overhead. Thus small chains normally have larger overhead expenses than the larger ones. The whole matter, of course, is dependent on efficient management. Large salaries paid to executives do not necessarily mean great overhead, because the expense is so broadly distributed, and the profits accruing from the benefits of having these large salaried executives at the head of the business are so large, that the entire sum appears small.

Ask the proprietor of an ordinary retail store what his expenses are and he may be able to tell you, but probably he will not. The executive of a chain can tell almost instantly just what the expenses of the chain as a whole are and the expenses of each retail store. Expenses are kept down, and should be kept down, by unceasing supervision. The variations in expense between stores of the same size that have obtained their normal volume of business is not as a rule very great. In the case of a new

store, of course, which has no definite clientele, and is not known, etc., there is a high initial overhead which comes down to normal as the store becomes established.

Profits from each individual store depend on all the factors we have been discussing—on the ability of the manager, on the location of the store, on the pricing of the products, on the turnover, on the efficient supervision by the central office, etc. Notwithstanding all these attentions, some stores make more money than others, because of the predominance of some particular advantage. Stores that do not make profits should in most cases be abandoned, and actually are. If there has been a mistake in judgment, the easiest way to remedy it is to take whatever loss has been incurred immediately and start another store somewhere else.

Some chains find it desirable to operate several links at a nominal profit rather than sacrifice the advantages to be gained in the way of publicity and advertising. A show store which barely pays for itself as an individual unit, may serve as a drawing card for all the others.

Store profits, like everything else, and more than anything else are scrutinized by the management. If profits fall off in a particular store, there is immediate inquiry. There is no waiting to see what will happen next month. There is an investigation to find out what really happened to cause this sudden fluctuation. A sudden profit causes

a similar investigation to find out whether the cause for profit in that store cannot be applied equally well to other store. The chain organization is constantly profiting by the mistakes and by the constructive plans of its store managers.

The ultimate proof of the success of any business is the ability to pay regular dividends to stockholders. Capital is invested in the business for the sole purpose of having it return net profits. With few exceptions, chain stores have been able to earn dividends not only upon their preferred stock, but also upon the common.

The independent retailer, asking himself the question "Shall I start a Chain?" may well find encouragement in the chain statistics covering the past six years. These show that, within that period, the gross sales of the ten leading chain organizations of the country have more than doubled. In the case of the Penney dry goods chain they have increased tenfold. The Kroger Grocery & Baking Company has increased its gross sales fourfold.

What may be regarded as particularly encouraging, moreover, is the fact that the same statistics show that this phenomenal success, scored within the past six years, is not confined to the ten great national chains above referred to. What is happening in their case is happening in the case of thousands of small chains whose member stores are yet too few to mount up to large totals of gross sales.

Be Equal To Your Business Opportunity

Written for "Hardware" by A. M. BURROUGHS

of the Burroughs Adding Machine Company

IT is high time that the little "big man" had his inning. All the fine things that have been said and written about the captains of industry and finance are well deserved. But for every big figure in national life who has directed his million-dollar corporation wisely and profitably there are dozens of smaller business men—retail merchants, retail distributors of every conceivable kind of manufactured commodity—who have done fully as well in their more limited fields.

There comes to mind that type of merchant who handles his thousands with the same wisdom, the same foresight as the merchant prince his millions.

In every community there is one or more men of that type. Business comes to his store panicky times as well as in boom times. His store is a clearing house for goods. His purchases and sales over a year bulk large. Wholesaler and manufacturer value a connection with him. His business yields a steady stream of profit. His banker welcomes his visits.

What is the difference between John Small and John Big? Size only. For their methods are pretty much alike.

John Small's store is a 1923 model. Next year it will be a 1924 model. Small never condemns an innovation simply because it is new. Nor does he rush in headlong after some untried frill.

There is this everlasting similarity between Small and Big. They think and act in the terms of "Two and two are four".

What an interesting, yet dismal, story those 22,000 merchants who failed last year would tell.

It would be a composite of "I thought—I didn't think—That looked all right—This seemed to be a good way—I guessed I could. My friends thought etc.

John Small's hardest competitor can say nothing worse of him than: "John is a good manager".

Simmer it down to one thing and it is: Get the facts and use them.

We are not stripping any glamour from the crown of John Big when we reveal the secret of his success. He measures every situation in his business by a yardstick. He can buy so much merchandise with so much money. He can sell it again by certain definite methods. He can foresee practically every contingency.

John Small operates the same way. He wants to stock a two week's supply of a certain brand of goods. Well and good. Now, what is a two weeks' supply? It may be windowscreens, windlasses or essence of wintergreen. It is something that the public will buy. He can make a profit by selling it.

Small can't remember how much he sold last month or the corresponding two weeks of last year. But he can go to his sale records and see the accurate figures.

John Small is just as big as John Big. Standing beside the vardstick of success their height is the same. Both are good managers.

Small and Big both have reservoirs of information about their business. It lies in their ledgers and other book-keeping records. It is there, ready to be pumped out for them. And it comes out every day in the form of definite, usable facts. They run their business on the strength of them. There is no such thing as guess in either the Small or Big store. A guess is kicked out before it has time to get in the door.

Small is just as important to the country's good as Big.

Manage your business or your business will manage to freeze you out.

New Hardware Shown at the Exhibition

Manufacturers Introduce and Demonstrate Many New Products at Canadian National Exhibition—Hardware Dealers Can Learn Much by Studying the Displays.

The Canadian National Exhibition held at Toronto, August 25 to September 8, maintained its reputation as being the largest Annual Exhibition held in any part of the world. An objective of one million, five hundred thousand paid admissions was set for 1923 and this was fallen short of by only seven thousand, the total paid admissions being one million, four hundred and ninety three thousand which exceeds all previous records.

An important feature of this year's Exhibition was the opening of the new International Building in which over fifty British Manufacturers made a joint display of British products under the supervision of the Federation of British Industries. This was so successful, that arrangements are already being made for reservation of three or four times the amount of space used for next years Exhibition. In this building also, group displays were made by Mexican and French Manufacturers and in the near future it is expected that the International Building will develop into a series of buildings in which the Manufacturers of Great Britain and other countries will concentrate all their displays in buildings of their own.

Last year the Stratford Manufacturers made a joint exhibit in the Coliseum and they repeated their exhibit this year on a much larger scale, several new manufacturers being added to their list. Belleville followed Stratford's example this year and made a very interesting display, including in it the displays of the Belleville Hardware and Lock Manufacturing Co. and the Springer Lock Manufacturing Company.

Manufacturers of sporting goods, made a very attractive display but as the sports building is in an out-of-the-way location, the number of visitors to the building was not as great as desired and it is hoped that co-incident with the opening of a new eastern entrance that a new Sports Building will come into existence. Automobile and Tire Manufacturers made a magnificent display in the Transportation Building. Electrical Manufacturers made an equally creditable display in the Electrical Building. Automobile Accessories were shown in the Coliseum, while manufacturers of stoves, paints and house-furnishings made their exhibits in the Industrial Building and in the annex under the Grand Stand.

In the Manufacturers building, manufacturers of silverware and kindred products made excellent displays. The *Canadian Wm. Rogers Company, Toronto*, for example, making a fine showing of heirloom plate trophies and hollow ware. *Standard Silver Company, Toronto*, exhibited Holmes and Edwards table cutlery, hollow-ware and Manning Bowman percolators. *Oneida Community Company, Ltd., Niagara Falls*, featured Community Plate in various designs. *McGlashan Clarke Company, Niagara Falls*, featured their King's Plate and stainless steel lines of cutlery. *Stevens Hepner Company, Ltd., Port Elgin*, showed Keystone Brushes and toilet goods. *Thermos Bottle Company, Toronto*, had a wide range of thermos bottles and tourists lunch outfits. *Clapperton's Ltd., Toronto*, made a very fine showing of cut glass. *Chas. H. Branstom, Ltd., Toronto*, demonstrated their Violet Ray apparatus. *French Ivory Products Ltd., Toronto*, exhibited their brushes and toilet sets. *Wm. Cane and Son, Newmarket*, featured their line of "Canadian Made" lead pencils and the *Congoleum Company, Montreal*, made a showing of floor coverings and rugs of interest to many hardware dealers.

Dunlop Tire & Rubber Co., Toronto, made an exhibit of mechanical rubber products—belting, hose, packing, rubber tiling, horse shoe pads, golf balls and fire equipment in the Industrial Building, a series of traction automobile tires being used to form a very attractive railing.

Canada Metal Goods Co., Ltd., Toronto, used an endless belt on which to display the numerous lines of metals sold by them to Hardware dealers and manufacturers, the leader being Harris Heavy Pressure Babbit Metal. The moving belt attracted attention and enabled them to show their extensive line in comparatively small space. Coils of lead pipe and other Harris' metal products were also exhibited along with the "Pussyfoot" line of closet tanks, laundry tubs and other plumbing goods.

Gutta Percha & Rubber Ltd., Toronto, featured fire hose as a leader in their line of mechanical rubber equipment. Their important lines shown were rubber tiling, suction pumps and rubber supplies for contractors. Rubber footwear was exhibited in the Coliseum and automobiles tires in the Transportation Building.

International Business Machine Co., Ltd., Toronto, in a very attractive display, featured their many types of Dayton Scales, Time Recording Clocks and store equipment. The most interesting line to hardwaremen being their special hardware scale, a beautiful design and a most useful article of store equipment.

Consolidated Plate Glass Co., Toronto, exhibited a metal store front of zouri metal construction with Libbey, Owens plate glass and marble base.

Vacurette Suction Cleaner, Toronto, exhibited a machine which cleans carpets and rugs by suction alone without the use of electricity. The novelty of this machine and the effectiveness with which it cleaned carpeted floors was very interesting to those who visited the display.

Canadian National Carbon Co., had one of the most attractive displays in the Industrial Building. Their method of showing Everready Flashlights, batteries, bulbs and dry cells on wall panels being a lesson in salesmanship which retailers could copy to advantage. Their metal contained Hot Shot and Radio "A" and "B" batteries, which were prominently exhibited along with industrial brushes, projector and welding carbons and other Canadian National Carbon and Presto-Lite Products.

Boeckh Ltd., Toronto, had a display of brushes which had many ideas for hardwaremen on the look-out for new methods of display. The arrangement on panels of their many sizes and types of painters' brushes, hair brushes, hair brooms, mops and household brushes was exceedingly attractive. Their widely advertised Hi-gen-ic brush is shown this year molded in a new aluminum back into which pure bristles are rubber set. A smaller size of the Hi-gen-ic hand brush is now being offered for sale to ladies. It is being sold on a weekly trial and money back proposition. Another new brush shown is the Hi-gen-ic shaving brush into which the finest badger hair are rubber set in an alumi-

num handle. The Hi-gen-ic hand brush and shaving brush are being offered together in gift boxes for holiday sales in various sizes.

Rubberset Brush Co., Toronto, used a metal store front on one side of their booth in which they had two window displays of Rubberset brushes. Inside the booth they used wall cabinets to show the many varieties of paint and kalsomine brushes, shaving and hair brushes manufactured at their Canadian plant.

Toronto Plate Glass Co., Toronto, exhibited two miniature models of "Kleer Vue" store front construction together with a variety of samples and designs of glass counter cabinets, silent salesmen and store fixtures.

T. S. Simms & Co., Ltd., St. Johns, N.B., in their display used a series of panels on which brushes of all types for painters and household use were shown. In a silent salesman a very attractive display of shaving brushes was made, and in two counter cabinets a display of brushes and the raw material used in the manufacture of Simms brushes was exhibited.

Gendron Mfg. Co., Toronto, had an elaborate display of bath room fixtures, hand sleighs, coaster wagons, reed furniture, baby carriages, dolls' carriages, toy automobiles, toy wheel-barrow and similar products.

Alabastine Co., Paris, made a demonstration of how Alabastine can be applied to walls and ceilings, an interested crowd watching the demonstrator at work. Their booth was in a series of panels decorated in different tints and made a very attractive showing.

The Glidden Co., Ltd., Toronto, exhibited Glidden Endurance paints and varnishes and Ripolin enamel, also panels on the walls to show the finish to be obtained by the use of Jap-a-lac and Glidden finishes and stains. A lady demonstrator was kept busy showing visitors the results to be obtained by using Jap-a-lac on floors and wood surfaces.

Channell Ltd., Toronto, exhibited O'Cedar polish and mops and their new product Chan, which they recommend for use on wax floors, it being a high quality polish paste.

Sanderson Harold Co., Ltd., Paris, Ontario, had an interesting display of refrigerators, ventilators, screen doors and window ventilators in the Industrial Building. The Sanderson Harold Co. make about thirty types of refrigerators and about nine of these were on display, the Paris Seamless being quoted as Canada's finest refrigerator. It is made of solid oak and has ten insulating walls which shut out the warm air and keep the cool air within the refrigerator.

Standard Paint and Varnish Co., Ltd., Windsor, exhibited the finishes obtained from Windsor stains, the various colors and finishes obtained being shown by a series of oval and shield panels mounted on large size artists' easels.

Canadian Fairbanks Morse Co., Ltd., Montreal, in addition to a display of platform scales in all sizes, showed their home water plants, portable forest fire pumps and other electrical motors and equipment.

Happy Thought Foundry Co., Brantford, exhibited a number of new lines this year, the most important of which was the 18-in. square firebox Cosy Home Quebec and Cosy kitchen heater. Other new lines being the bakers' range and Mother's range.

In furnaces they showed the new All-Cast furnace in three sizes, the All-Cast is fitted with a new shell bar grate and draft door making it well adapted for use with soft coal.

Empire Stove and Furnace Co., Owen Sound, exhibited the "Booker" soft coal burner which burns soft coal, consuming all the gases and giving out a powerful heat. The double burner consumes the gases and there is absolutely no soot or cobweb deposits in heater or stovepipe. The combustion is perfect and all the heat units are taken from the fumes. This heater is being sold in large numbers in the Western Provinces and the Empire Stove and Furnace Co. have sole sales rights for Eastern Canada. A new line of gas stoves is another addition to the already large Empire line. They are entirely new in design and have a very attractive appearance. A new medium cast range called the Belle, is also being introduced this year. A new line of Empire perfection registers has also been added this year.

Gurney Foundry Co., Toronto, in a very extensive display featured a number of new lines including the Laurentic range in all-white enamel from base to warming closet, also some new lines of Quebec heaters with ovens. They also showed a large variety of combination coal and gas ranges, pipe and pipeless furnaces, etc.

Hamilton Stove & Heater Co., Ltd., Hamilton, exhibited one new steel range, a moderate priced line known as the "New Select" and also the super-heater introduced to the trade last year. The full line of New Idea hot-air furnaces are now made in both pipe and pipeless, this being the only extension of their furnace line this year.

Hall Zryd Foundry Co., Ltd., Hespeler, Ont., featured in their display their improved combination coal and gas No. 21 Pilot range, the most important improvement shown being the instalment of a heat spreader in the oven which makes the heat uniform in all parts where baking is done. They also showed a wide variety of coal and wood ranges, Quebec heaters and other full range of Pilot "Superior" and Pilot "Success" pipe and pipeless warm-air furnaces.

Beach Foundry Ltd., Ottawa, brought out a new line of gas ranges in their display at Toronto and at the Central Canada Exhibition at Ottawa are introducing a new line of electric ranges. In the gas range line the leader was a four burner cabinet style finished in all white enamel and nickle trim with glass door and oven thermometer. A feature of the line is the tipped gas burner. The line includes two cabinet four burner ranges, a four burner low oven with broiler, three burner with oven and two burner with oven. In coal ranges, the "Companion" is also being introduced, it having an oval fire box and by the use of separate wood grate it is possible to use a 24-in. length of wood. The grate being removable when it is desired to use coal. The Companion also has a full 18-in. oven in the electric ranges being introduced, a complete line will be manufactured.

Findlay Bros. Co., Ltd., Carleton Place, exhibited three new lines this year. Findlay's special "Tortoise Cook Stove" with six holes and a special fire box for wood, attracted considerable attention. In addition to its ability to burn wood lengthwise, the round fire pot for coal burning has been retained. The "Special" has a large roomy oven and top. The

new "Findlay Electric Range" just being introduced, a beautiful model in cabinet style, was also given an advanced showing at the Findlay booth. A third new line is the "All-Fuel Furnace" now made with steel radiator furnace and cast radiator furnace, the all cast construction being recommended for soft coal, it being absolutely gas tight and remaining so during the entire life of the furnace. The steel radiator type is recommended for hard coal and wood.

Galt Stove and Furnace Company, Galt, featured the "Tidy Banner Compact," built on the Quebec heater principle and made in several styles one type being a ventilated oven which by a special improved construction shows the heat from the oven to be thrown against the water reservoir, this type also having a special grate for wood burning. The "Tidy" is also made with high oven and as a heater with a two hole top. In connection with "Banner Pipe and Pipeless Furnaces," a new type of adjustable wall deflector was displayed, the deflector being installed in the wall directly above the furnace and making it convenient to deflect much larger quantities of heat into any desired portion of the house as desired at different hours during the day. The Banner Adjustable Wall Deflector is one of the most important improvements shown in furnace heating this year.

The Canadian Hansom & Van Winkle Co., Ltd., besides a large showing of their electro-plating chemicals and devices, made a very respectable display of their household and factory brushes, floor brooms, window brushes, boot daubers and brushes, car washers, scrubbers and dusters, made of hair, bristles, wire and fibre.

The Northern Aluminum Co., Ltd., Toronto, made an elaborate showing of their complete line of "Wear-Ever" aluminum cooking utensils—utensils clean, bright and silver-like. "Wear-Ever" utensils are not spun or cast, but are stamped, pressed from thick, hard sheet aluminum. They do not rust; they are as pure as glass or china. Being of solid metal, they cannot chip or crack, and are not affected by the weather. "Wear-Ever" utensils were shown in all styles and sizes of pots and pans, kettles, percolators, dippers, etc.

Richardson and Bureau, Montreal, made an attractive display of Fry's Oven Glass, the feature of the display being a glass percolator and glass teapot resting on an electric hot plate with water boiling away inside, this showing the great heat resisting powers of Fry's Oven Glass.

James Stewart Manufacturing Company, Woodstock, featured several new and improved lines in "Good Cheer" ranges. The "Good Cheer" square heater with oven being now shown in two sizes, Nos. 851 and 960. Another new line is the No. 96 Steel Plate Good Cheer, made with enamel and nickle trim and in plain finish. The Good Cheer Furnace is also being made in a large size this year.

National Furnace and Foundry Co., Ltd., Toronto and Beaverton, exhibited the Hutchison Gas-Tite Furnace made in pipe and pipeless styles which is claimed to be both dustless and smokeless. The inner construction of the furnace is of steel and all the joints are welded, making a one-piece seamless shell, permanently proof against cracks or leakage. The Hutchison Furnace has been used in the Canadian West for several years and is now being introduced in Eastern Canada.

London Metal Products, Limited, London, introduced the Wonder Electric Washer. When the washer is in operation the vacuum cup agitator plunger inside the tub moves up and down upon the clothes. On the down stroke of the plunger the vacuum is formed, forces the suds down through the fabrics and at the same time forces the water to the outside and upward. On the up-stroke of the plunger, the vacuum draws the suds up through the fabrics, causing the water to return to the bottom of the tub, thus forcing the soapy water through the pores of the clothes. By so doing the clothes are slowly turned over and over, and are acted upon equally. There are no belts or exposed gears and all mechanism is under the tub, enclosed.

Stratford Manufacturing Co., Limited, Stratford, located in the Stratford Community Exhibit, displayed the "Stratford" line of lawn and camp furniture. A folding camp bed for use by motor tourists attracted considerable comment.

The Belleville Hardware and Lock Mfg. Co., Ltd., Belleville, were represented among the Belleville Community Exhibit in the Coliseum and showed a very extensive range of beautiful designs in builders' hardware.

The Springer Lock Mfg. Co., Ltd., Belleville, had a display of hand chased and very artistically executed Builders' Hardware. This exhibit was located among the Belleville Community section.

Fuel Saving Corporation, Ltd., 458 Richmond St. West, Toronto, exhibited the Universal Fuel Saving Moderate Jacket in which they enclosed furnaces and boilers in order to prevent the wastage of heat.

Clare Bros., Ltd., Preston, featured prominently in their display of Peninsular Coal and Wood Ranges, the "Lighter Day," finished in very attractive white enamel. They also prominently showed the Westinghouse Electric Range in several types and made an extensive display of Jewell Gas Ranges. The Hecla Pipe and Pipeless furnaces was also shown together with several types of hot water water boilers.

Pease Foundry Co., Toronto, made an extensive display of pipe and pipeless furnaces, combination hot air and hot water heating systems, and hot boilers and radiators.

Benjamin Moore Company, Ltd., Toronto, made a demonstration of the effects to be obtained from "Muresco" on walls and ceilings by the use of a new roller which gives a very attractive mottled finish to any surface where the roller is used when the paint is applied. "Muresco" dealers will find that this new roller will increase their wall finish sales, besides creating a market for the roller itself. In addition to Muresco, a varied display of Sani-Flat, Moore Enamel, Impervo, finishes and other Moore products were displayed.

Berry Bros., Ltd., Walkerville, exhibited samples of wood finish with their liquid granite floor varnish and floor enamel.

Pratt & Lambert, Buffalo, made a display of their various varnishes, automobile finishes, etc.

Hoops, Ltd., Toronto and Belleville, made a very attractive display in which they featured Fresco-Lith, Richmond Brand Paints, enamels and varnishes. A feature of the display was the exhibit of samples of tile, iron pipe, bricks and wood, finished with one or two coats of Fresco-Lith. The walls and ceiling of the booth were also decorated with the same material.

The Coleman Lamp Co., Ltd., Toronto, had a very interesting exhibit in the Coleman Cottage again this year. The demonstration of their Coleman Quick-Lite Lamp, of their self-heating flat iron and of their various types of cookers attracted a great deal of attention among dealers and retail buyers.

At the entrance to the cottage a novel method was used to catch the interest of the passerby and, at the same time, to show the unusual properties of the Coleman Quick-Lite Lantern. On each side of the walk was an attractive water fountain in the center of which was a 300-candle-power Coleman Lantern, so constructed that a constant rain of water fell upon and around the lighted lantern, which was in no way affected. In this unique manner the lantern was shown to be immune from water and storm.

Hanging lamps, double and single, bracket fixtures and table lamps were displayed on the verandah of the cottage. Several of these latter were grouped on a revolving fixture, a simple device which many dealers could employ in their show windows and which demonstrates how the lamp remains lit even when it is tilted and upset. Another device which attracted attention featured the number 141 Coleman Bungalow Cooker. An ordinary kettle of water was suspended from the ceiling of the verandah in such a way that

meter and provides a quick, hot fire for very little expense. It is equipped with the New "Blue flame starter" and will generate in a few seconds without smoke.

A special feature of the exhibit was the new Coleman Camp Stove. It is both compact and convenient, built in suit case style with a strong handle and weighing eighteen and a half pounds. It may be very easily and quickly set up and it is provided with a quick hot blast starter which acts as a blow torch and enables it to be started in any weather. It uses as fuel vapor gas generated from common motor gasoline and is equipped with a built-in pump at end of tank. This tank swings inside when the stove is folded up for carrying and outside, where it is always cool, when it is to be used for cooking. The lid may be folded back and used as a shelf or it may be raised, and used as a protection in windy weather. It may also be used as a warming over and even as a baking oven. When set up to be used as an oven it makes a splendid heater for the tent on a chilly night. It is a speedy cooker and may be used for frying, boiling, roasting or baking.

In connection with their lighting and stove equipment, the Coleman Lamp Co. also have a self-heating flat iron which is at once good looking and easy to handle. It is heated by gasoline con-



it was held nearly a foot above the central flame of the cooker. Proof of the powerful heat from this flame was evidenced by the fact that the kettle was boiling although it was not in direct contact with the store.

Coleman cookers make their own gas, each one being supplied with a one-gallon fuel tank or connected up with a Coleman lighting plant as desired. They have perfect flame regulation and will cook an ordinary meal on about two and a half cents worth of fuel. The number 801 Coleman cooker is built in regulation stove type with shelf and warming closet below and fire back with shelf above the three cooking burners. The number 141 Coleman Bungalow Cooker is also a three-burner stove. It stands on four short legs and is especially suited to small kitchens, summer camps or for hard restaurant service. It makes an excellent laundry stove, heating large quantities of water in record time. The centre burner will boil two quarts of water in a tea kettle in less than five minutes.

The Coleman Master Burner Unit is so constructed that it can be installed in any old style oil stove frame and make of it an up-to-date Coleman Cooker. It has three burners and may be procured in four different "centre distance" dimensions. The number 55 Coleman Urn Burner is a single burner which is five inches in dia-

tained in a small reservoir in the iron, is ready for use in five minutes and does the average weekly ironing on less than two cents worth of fuel. It creates its own pressure by heat conduction and maintains a steady, even temperature. The heat can be regulated by a detachable key applied to the needle valve at the rear of the generator. The handle is always cool.

Coleman Quick-Lite Lamps were shown in a variety of styles and uses. The Candelier fixture is particularly suited for use in stores, halls, churches or large rooms. It makes an excellent emergency light when electricity fails. For home use, there are the hanging, wall or table lamps. The lanterns are specially adapted to street lighting, but they also serve to advantage for camping, hunting, motoring, boating and other similar uses, producing a pure white light of 300-candle-power and burning 60 hours on one gallon of gasoline.

The process of making Coleman high-power gas mantles was demonstrated in one of the rooms of the cottage. The actual process of manufacture was shown and views of the various parts of the mechanism used in the construction of the lamp were also to be seen. Besides being wind and rain proof, Coleman Quick-Lites have the added advantage of being free from soot and smoke.

Electrical Exhibits at National Exhibition

Electrical Exhibits drew Large Crowds of Interested Spectators—New Building Planned to House All Exhibits of Electrical Labor Saving Devices and Appliances.

IT is in electricity the Canadian National Exhibition surpasses all the famous European continental fairs. Visitors from other countries have always been amazed at the glorious and unstinted electrical display at the Canadian Fair. Leipzig, for centuries the most famous fair in Germany, has never known the dazzling illumination which Toronto has each year. At Lyons there is plenty of electric light; power is supplied to the annual fair at the expense of the city, which is put on half-rations as far as lighting is concerned for the duration of the exhibition there. Yet the power supplied by the Rhone River cannot compare with the lavish supply which comes to Toronto city over the high tension wires from one of the world's greatest cataracts.

Many educative electrical exhibits were shown at the Canadian National Exhibition this year, and they command the interest of visitors to the large fair. The Electrical Building was as usual very overcrowded and many exhibitors of electrical apparatus were located in other buildings or under canvas.

Electrical Systems, Limited, Toronto, featured The Keith electric refrigerator, which eliminates the ice man with his muddy tracks and melting cake of ice. An interesting booklet "Electricity Instead of Ice," completely describing the operation, will be supplied on request.

Beatty Bros., Ltd., Fergus, who have been manufacturing washers and other home appliances for nearly fifty years, exhibited their "White Cap" Washer. The washer agitates clothes in washing 106 times per minute and the wringer revolves 53 revolutions per minute.

Thomson Enterprise Company, Toronto, demonstrated "The Sun" Electric Floor Waxer and Polisher. There are two models, Model D and Model K. Model D was successfully introduced over two years ago, and Model K placed on the market early this year is meeting with the same success. These machines operate over hardwood floors similar to a vacuum cleaner on a carpet. Hardwood floors are polished with remarkable ease. Descriptive booklets covering either of these machines are supplied.

Durable Electric Appliance Co., Limited, Toronto, introduced Durable electric heaters. Two styles were shown, portable type for general home and office use and grate type which is equipped with humidifier and two switches for medium and full heat. A feature of the Durable is that the electric elements which produce the heat are renewable at a very small cost.

McClary Manufacturing Co., London, featured the McClary line of electric stoves and ranges, a feature of which is the protected element and single unit oven. It can, if necessary, be removed from the range without delay or inconvenience. It is seamless and therefore minus crevices and cracks where grease or decomposing matter can lodge.

D. Moore Co., Ltd., Hamilton, exhibited Niagara electric ranges, also the "Sun Fire" electric grate, a feature of which is a water pan concealed in the base of grate acting as a humidifier.

The Moffat Stove Company, Weston. The display included an extensive range of designs from the six

burner side oven and top warming closet to a small single hot-plate. The new Moffat embraces many new improvements, such as the removable drip tray under burners, the porcelain enameled one-piece oven and top sliding door covering all cut-outs, and the reciprocating switches—turning off both backwards and forwards. The range is improved in shape, too. It is made square—even across the top.

Renfrew Electric Products, Limited, Toronto, introduced No. 400, new grill or toaster stove. It toasts four slices of bread at one time, or will toast two slices of bread and broil bacon and eggs for breakfast at the same time. It will even broil a steak by placing the steak in the tray and turning the reflector upside down thereby directing all heat downwards. The complete line of Canadian Beauty Electrical appliances was on exhibition, and an interesting booklet entitled "The Secret of Delightful New Dishes" was placed in the hands of prospective purchasers.

The Continental Electric Co., Ltd., Toronto, manufacturers of the Royal electric cleaner, were kept continually busy pointing out the nine special features which they claim for their machine.

Gladstone Electric Limited, Guelph, introduced the Gladstone electric range, of which each oven is adjustable and removable. To secure quickest results these burners can be spaced as close together as the foods to be baked will permit. The top surface burners are not fastened and may be easily lifted off the range, placed on a table, cleaned and returned to the range without using a tool. Another feature is that if one or more of the units burn out, the others continue to function independently. Four models are being placed on the market and a very complete descriptive pamphlet has been issued regarding them.

The Canadian General Electric Co., Ltd. (Hot-point Division), featured a modern kitchen fully equipped with their various labor saving appliances. A lady demonstrator continually showed how to operate the devices on display. Another display contained the many other "hotpoint" electrical appliances such as curling-irons, water heaters, etc.

Maxwells, Limited, St. Marys, demonstrated their electric, water power, and hand operated washing machines. The Super-Vac electric washer is known as the percolating electric washing machine. It has one large vacuum cup, which does the work, covering all the clothes in the tub, at each stroke, forcing the air and water through the meshes of the cloth by pressure on the downward stroke and by suction of the upward stroke. The Minimax Electric washer and wringer is of the dolly type. It is equipped with the newest in dolly—the wing design. The reacting gear on cover is light and completely enclosed, the rack and pinion operating on soft-metal slides. In addition to the electrical lines Maxwell Food Choppers and Lawn Mowers were on exhibition.

Sepco Automatic Electric Heaters, Ltd., Toronto, showed fine types of Sepco Automatic Electric Heaters as follows: Heavy duty heater complete with tank 20-30-40 gallon sizes furnished for 2000, 3000, 4500 watts for household use. Three and eight gal-

ion storage heaters for doctors, offices, etc., 600 and 1000 watts, operated from ordinary lighting circuit. Junior circulation type, furnished in 1000 and 1500 watt capacity. Standard circulation type for attaching to 30 or 60 gallon range boiler. Furnished in 2000, 3000 and 4500 watts. Boston heater, an auxiliary device to use with other fuel fired water heaters for furnace coil. Furnished without automatic control in 600-750 watt capacity.

Chas. A. Branston Co., Toronto, had an exhibit in the Process Building where they demonstrated the many different models of Branston Violet Ray High Frequency Generators. The new models embody all latest discoveries, surpassing anything ever before offered.

The Dayton Pump & Mfg. Co., Dayton, were represented by T. G. Griffith & Company, 165 King E., Toronto, who demonstrated the "Dayton" Automatic Electric Water Systems. These are made in many different sizes, giving wide range of selection to suit the particular requirements.

Caron Bros Inc., Montreal, exhibited the Caron light water and power plant, which is supplied either as a separate complete Electric Lighting Plant—Water Supply System—Farm Power Plant, or all combined on one base.

A. R. Lundy, Toronto, featured the Liberty Electric Washer, which is an oscillating tub, disc type platform washer, equipped with four position swinging reversible power wringer.

Northern Electric Co., Limited, had an interesting display of Northern Electric Radio Products, including Northern Electric Radio Receiving Sets. In addition, Gurney Electric Ranges and Thermo Electric Water Heaters were featured.

Electrical Systems, Limited, Toronto, demonstrated Delco Light Products, which include Farm Lighting Plants, Automatic Water Systems, Electric Washers, Vacuum Cleaners, Electric Irons and Toasters.

Triplex Electric Manufacturing Co., Montreal, the "Triplex" Portable Electric Heater and Stove is the result of combining in a single unit a two-burner electric stove and a portable hot-blast heater. The elements may be used singly or in series.

The Duffie Electric Manufacturing Co., Ltd., Toronto, manufacturers of the Tropical Portable Air Heater and the Tropical Water Heater demonstrated what these products can do. The air heater is of the reflector portable type and consumes 660 watts per hour. The electric water heater is easily connected to a 30 gallon tank, no special wiring being required. Made in three types to consume 1,500, 3,000, or 6,000 watts per hour.

Belleville Electric and Stampings Limited, Belleville, made a display of Redi-Heat electric appliances in connection with the Belleville community exhibit in the Coliseum. Two types of electric irons, a 5½ lb. and a 6 lb., were featured. These are known to the trade as the "Leader" and the "Canadian" iron respectively. The Canadian toaster has a turnover feature and the extra height enables use of bread from any size of loaf—large or small.

Clements Manufacturing Company, Limited, presented the Cadillac vacuum cleaner with the new ball bearing motor which will operate a life-time without the need of oiling. It is stated that ninety-eight per cent. of motor troubles will be eliminated by this new feature for which no additional charge is being made.

Peerless Electric Waxer & Polisher Co., Toronto, introduced the Peerless Floor Waxer and Polisher which is a device for waxing and polishing floors along the same principle as that of a vacuum cleaner or carpet sweeper. The machine propels itself and merely has to be guided around the room. A child can operate it. No special wiring is required, and it can be operated on alternating or direct current.

J. H. Conner & Son, Limited, Ottawa, offered the new Connor Electric Copper Tub, Model 6. A few interesting details describing the latest addition to the Connor line are as follows: All metal swinging wringer, has positive safety release 12 in. x 1¾ in. best quality rolls, tub is polished, copper tinned inside, wood cover and open four winged agitator, frame of angle steel, galvanized and enameled, motor and gearing out of the way underneath the tub, protected with drop curtains, grease cups for positive lubrication, guaranteed motor, mounted on wide tread easy rolling castors. Lever controls to start or stop washer, to start, stop and reverse wringer are conveniently placed. Other designs of Connor electric washers and low pressure water power washers were also on display and received considerable attention.

Dowswell, Lees Co., Ltd., Hamilton, made a fine showing of their well known electric, hand and water power washing machines. The Seafoam electric washer and wringer continues to be very popular. In hand power machines the "High Grade," a dolly type washer, was on display. The dolly agitator is shielded at bottom to protect clothes, and each gear is protected. The "Ideal" water power washer is sturdily constructed and has nothing about it to get out of order, everything is strong and interchangeable.

The National Electric Heating Co., Ltd., Toronto, in their display exhibited the complete line of National electrical appliances which include toasters, irons, Heatray portable electric heater, National electric circulation water heater. Their latest achievement in electric ranges met with instant approval. The ease in which elements can be replaced and the quick heating is remarkable.

A new line of electric grates is also being introduced this year, one type being the Flush Wall Electric heater in which the heating elements are set inside the studding. This type is particularly adapted to bath rooms and can be made very attractive when set into a tile wall. There is also a floor type air heater, particularly adaptable to offices, having the appearance, but being much more attractive than the hot water radiator.

The following electric washing machine and vacuum cleaner manufacturers also had attractive exhibits: Easy Washing Machine Co., Ltd., Toronto; The Easy Vacuum Electric Washer; Altorfer Bros. Co., Brantford, A.B.C. electric ironer and electric washer; Ingersoll Machine & Tool Co., Ingersoll, the Baby Grand electric ironer; Brantford Washing Machine Co., Ltd., Brantford, Locomotive electric washer; Hydro Appliances, Port Robinson, "Miss Canada" electric washer; Apex Electrical Co., Toronto, the Apex vacuum cleaner; Clements Manufacturing Co., Ltd., Cadillac vacuum cleaner; Nineteen Hundred Washer Co., Toronto, "1900" line of electric washing machines; Happy Home Mfg. Co., Toronto; Super-Vac Washer; Onward Manufacturing Co., Ltd., Kitchener, Eureka Vacuum Cleaner and Sunnysuds Electric Washer; Coffield Electric Washer Co., Ltd., Hamilton.

Paint Sales \$1,400 In One Day

Dealer Who Started With Limited Capital Tells How
he Built Up a Successful Paint Trade.

J. C. FETZER, In 'American Paint and Oil Dealer'

"I had a room 19 x 140 ft., in which I first put shelving and show-cases, the latter being quite expensive and covering one side of my store. By using these wall show-cases as displays, I was able to make one-sixth dozen of an article look like a well-stocked bin, because no one knew that the shelves back of the display cases were empty.

"In my Paint Department, I piled the paint one can deep at the front of the shelves and managed to spread it out so that it had the appearance of a very large paint stock. I took great pains with my paint and varnish brush cabinet, giving it much space and prominently displaying all of the brushes under a vertical glass front show-case, behind which were shelves to take care of my increased brush stock. Although I had an excellent display of brushes, I had but little invested, since the samples in the case did not require a full stock in the bin, because, fortunately, the brush I had stocked was to be had in my home town, and I could always get them on a few minutes' notice.

"My one real problem was how to get by with the credit end of the deal. I simply could not finance that, so I overcame the obstacle by offering a 3% discount for cash and announcing myself as a cash store. It worked out very fine, since I could show a customer where he could make 36% a year by paying cash and taking his 3% if he paid me for merchandise once each month.

"I have made special efforts on some one thing at a time with good success, usually making only a one-day sale. My largest one-day sale was on paint and brushes. With only a \$400 stock of paint, we sold in one day \$1387 on the following plan:

"First, we were all firmly convinced that the paint and brushes we had to sell were the best that could be had. Then we put three good sized advertisements in the local paper announcing that on a certain day we would reduce the price of our paint 25c per gallon, and an additional 15c per gallon if it was a cash sale. Then, we allowed our customers the privilege of paying 25% of their bill on sale day and gave them three months to get the paint and pay the balance, still getting their 3% cash discount. This last plan gave me a chance to check up in the evening and order the additional goods needed, which were already sold and partly paid for. Just to show that this plan did pull, I still have in my store \$130 worth of paint sold and paid for on my first sale day two years ago.

"To stimulate buying of paint and painting materials, I used a window display which served to call the various painting materials to the attention of passers-by and was largely responsible for bringing many of them into the store. In selling paints, I never overlook the opportunity to sell a brush, which is done chiefly by having the brushes well displayed near the paint shelves and asking the customers what brushes he wants, after the paint sale has been completed. I always cater to the painters by giving them what they want and the best that the market provides in both paints and brushes.

"I might say that it is not to any special knowledge of the goods to be sold that I attribute the success of the store, but rather to the special features which I try to get first in our town. We now have 7600 sq. ft. of floor space properly stocked and this without borrowing any more money."

PAINT PREVENTS RUST AND ROT

It pays to keep property well painted, says W. T. Pearce, head of the department of chemistry of the North Dakota Agricultural College.

First, it preserves the property, he adds, and quotes figures to show that the total rot and rust loss (largely preventable by paint) in Detroit, Mich., in a recent year was more than eight times the fire loss.

Second, it gives better appearance and saleability, as shown by a statement made recently by a midwest section of bankers who said they would loan on an average of 25 per cent. more on property which was well painted than on property which was not.

Third, it promotes sanitation, according to Dr. Pearce, who produces pictures of bacteria cultures taken from washings from wallpaper and from a painted surface. The latter showed scarcely any bacteria while large cultures had formed on the former.

The figures from Detroit showed that the loss from rot and rust in that city was \$18,150,000 in a year or \$15.12 per capita while the loss from fire was only \$1.84 per capita.

"At present it is estimated that only 25 per cent. of the property in the United States is adequately protected by paint," said the chemist. "This, however, is a great increase over past years. In 1900 the wholesale cost of paints and varnishes used in the country was 93 cents; in 1910 it was \$1.35, and in 1920, \$3.90."

"The total paint and varnish production of eight years ago was \$150,000,000 while for last year it was \$540,000,000. Reports to the government indicate that the paint industry ranks among the very first industries in the country in point of increase during recent years."

"It costs 50 times as much to put in a new floor as to put on a coat of varnish," he added, in pointing to paint and varnish use as an economy.

Regarding appearance, he said that no city can look prosperous unless it is well painted. The indications, based on study of the problem, indicate that \$100 worth of paint increases the selling value of property by \$300, he added.

"From the sanitary viewpoint paint and varnish prevent the spread of disease," he continued and showed the two photographs of bacteria taken from painted and from papered surfaces.

"Fresh paint and the fumes of it kill bacteria," he added.

CAN YOU ANSWER THESE QUESTIONS?

What is the thickest window glass ever sold by the store?

What is the average thickness of glass used in homes?

What is the average thickness of glass used in store fronts?

How much does the glass in some of the typical store front installations made by the store weigh?

How much does all the glass in an average eight room home weigh?

How is home glass received by the store?—in what sizes, in what weights and how is it packed?

What is the weight of all the glass installed by the store during the past month, or past six months?

How is the stock carried by the store, stored so as to prevent it from breaking and yet have it immediately ready when needed?

What demands in the way of glass can the store fill at once without having to send orders into the factory?

What is the largest installation of glass ever made by your store?



GREENING Cow Ties

THE celebrated Greening Chain made from hard drawn steel wire gives maximum strength for weight of material used. All fittings being of proportionate strength there is no weak point. Strength, lightness and appearance are Greening characteristics that make a sure appeal to your customers. Trace, post, halter and other chains of all descriptions.

The B. Greening Wire Company, Limited

Hamilton, Ontario

Montreal

Winnipeg



MEAKINS

"Canada's Best"



THE dealer can sell Meakin's Brushes with the utmost confidence that they will give satisfaction to the consumer and to himself. The brush buying public has learned of the superior quality and finish of Meakin's Products. They know that they will have no work spoiled by bristles sticking to the surface; the bristles will stay in. The Meakin's line means quick sales, more profit and repeat orders to the dealer.

In a brush with the name Meakin's stamped on it you have more than just a trade-mark—you have the finest of quality, workmanship, and finish that can be put in any brush.

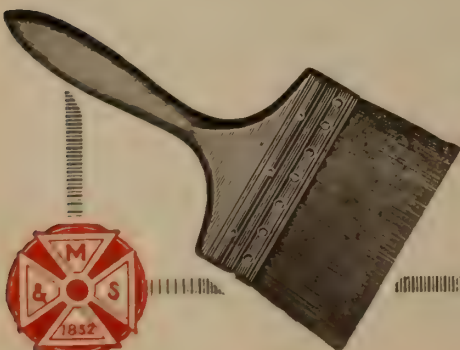
When you sell a Meakin's Set-in-Rubber Brush, you know you are selling the best that money can buy. They are fully guaranteed



Meakins & HAMILTON

Branches at: Montreal Winnipeg London

MAKERS OF GOOD





BRUSHES

Since 1852"

against all defects in quality or workmanship backed by our reputation of making "Canada's Best since 1852".

Now is the time you should be renewing stock made low by spring and summer sales.

Every sale of paint and varnish is a "related" sale that naturally suggests brush purchases and brush purchases often suggest a paint sale. Meakin's Brushes displayed will help business in many ways. Keep them working.

Be sure you sell Meakin's Brushes whenever there is a painting job to be done. With their use, smooth even results are obtained with a minimum of effort. Meakin's Brushes help "Save the Surface".



Sons Limited
ONTARIO

Toronto

Vancouver

Liverpool, England

BRUSHES SINCE 1852

PUTTING SPEED IN SLOW MOVERS

Written for "Hardware" by JOHN BARTLETT.

The situation arises, sooner or later, in every merchant's experience. The solution here given is enthusiastically recommended by the particular dealer; This man found on his hands practically the complete stock, bought three months before, of a new article, serving a valuable purpose, which had looked good to him when presented by the salesman and which he still considered a most meritorious article. During the three months, the article had been given counter display space all the time, and window display space on two occasions.

The time came eventually, as it always does in a situation of this kind, when the merchant realized he had a problem. He set about solving it, beginning with an analysis of the question, "Why hasn't this article sold?" He took one home, where it was tried out carefully. The family was enthusiastic about it.

"The women of this town," the dealer reasoned, "don't know what a really good article this is. They need to be educated to it. Just counter and window display isn't enough."

Now, this dealer could have "taken it out" on the manufacturer for not doing enough consumer advertising, and let it go at that. He didn't do this, for a very good reason—it wouldn't turn his stock into money at once, and that was what he was interested in. What he did do was to turn the local telephone book over to his stenographer with instructions to compile a list of housewives who would grade high both as to progressiveness and buying power. Wives of doctors, lawyers, and other professional men; of business men came in this class. The city's foremost residential district was considered favorable in toto, and all phone subscribers there used.

Then the dealer got up a sales letter on the slow-moving articles. He told just what it would do; how far superior it was to anything at present offered. He described the experience with it within his own home. He sent this letter out quoting a special price on a satisfaction guaranteed or money-back basis.

The demand which developed for the "slow-mover" was so great that the dealer had to re-order.

So when you have a slow-moving article, analyze the reason. If it is because the public doesn't know how good it is, get up a special mailing list, and write a letter. Make the list a list of logically good prospects. Tell of your own family's experience with the article. This approach will often solve your problem.

SANDPAPER IN PACKAGES

The average person does not care to buy sandpaper the way many retailers carry it. He wouldn't buy a ream or even a quire in a month of Sundays—any more than he would buy matches by the bushel or quart. The package idea is just as important in selling sandpaper to the ordinary person as in selling toothpicks. School children are not ordinarily thought of as large consumers of paint, yet there are thousands of dollars paid by children each year for paint in the form of boxed water colors. Imagine selling school water colors from a keg. Sell sandpaper the sensible way just as you would anything else.

"After including in my stock a supply of household packages—a number of sandpaper manufacturers put it on the market in that form—I would start a definite campaign to educate the public to the need for these packages," writes a dealer in the National Hardware Bulletin. If I took regular space in a newspaper I would feature the ten cent sandpaper package occasionally. I would keep it displayed

both inside the store and in the window the year around. In the spring it could be made a part of the paint-up, clean-up movement, vacation or camping uses could be featured during the summer, manual training suggestions could include sandpaper at the opening of school in the fall and the fitting of storm doors and sash with the advent of winter."

KILL THE CROW

Convincing evidence of the destructive and rapacious habits of the common crow as an enemy of game and song birds has been collected by Dr. B. H. Warren, the noted ornithologist of Pennsylvania, who has been investigating wild life in the duck breeding grounds. Dr. Warren spent two days in looking for crow victims and found no less than 675 eggs of rail birds, green herons, killdeer, meadow larks, domestic chickens and wild black ducks and also egg remains of some few other song birds on ground under trees in which were crows' nests.

"Under and near one pine tree," said Dr. Warren, "where a pair of crows had four young, nearly able to fly, we picked up 352 egg shells. Under another nesting tree where a crows' nest had 4 eggs nearly ready to hatch, 67 empty shells of birds' eggs and few chicken eggs were gathered. On ground under third crow's nest we found 153 egg shells. The balance of egg shells were found on meadows and under trees where crows had eaten contents before their young were hatched. We also found under these crows' nests young rails' wings and other remains of several kinds of birds, adult and young."

The crow is generally regarded by naturalists and sportsmen as one of the most destructive robbers of birds in the country and his depredations occur chiefly during the nesting season when the young are helpless. As a result of the enormous damage caused by crows in the destruction of game and useful birds, movements have been started in several parts of the country to conduct a vigorous warfare against them. In some states there are already bounties on crows. Anti-Crow Leagues are being formed in localities everywhere throughout the country where the crow has become a pest. Dr. Warren who has made extensive studies in bird life, believes that the crow is one of the worst of all destroyers and his conclusions have led him to denounce this predatory species in severe terms.

Game wardens in many sections of the country have already taken the lead in urging the sportsmen's associations and individual sportsmen of their commonwealths to join in shooting crows as a method of protecting game and useful birds.

A SHOW ROOM IDEA

In the average hardware store lack of space is one of the greatest problems with which the dealer must contend. It is very important to have space enough to display as many of the hundreds of hardware articles as possible. Some are so bulky or so awkward as to make it very difficult to display them. McGillivray Hardware, Dufferin Street, Toronto, use a good method in their store. It is a handy means of showing hoes, brooms and other things with long handles.

In their work shop they built on casters several small trucks about two feet in diameter. On this base they fastened four iron rods, about two feet long, one at each of the quarters of the circular truck, a hoop of a little larger diameter than the truck was then attached to the tops of the rods. The unwieldy articles are placed upright on this truck and can be moved around the show room as required.

What do Remington Game Loads mean to you — Mr. Dealer ?

A Popular Idea

An idea which has proved so popular with a large number of your customers. One which offers such excellent opportunities for increased profits for yourself, certainly deserves your earnest attention. Here then is the story of

The new Remington Game Loads

They are a supreme example of the application of common sense to the merchandising of loaded shot shells, thereby making them easier to buy, easier to sell, and more satisfactory all round. As a matter of fact, there are less than a score of different kinds of game which sportsmen can shoot with shot shells in the whole of Canada. Why on earth then should there be some 1600 different kinds of shells from which the dealer must select his stock, with the danger of getting some shells which please nobody and therefore remain on his hands.

It was to obviate this state of affairs that Remington introduced

A Series of 26 Special Loads

covering every possible requirement of the sportsmen, and named after the game for which they are intended. This means that for both the dealer and his customer all guess work and uncertainty are eliminated. The loads you select are sure to be right because they have the reputation and the guarantee of Remington behind them. The whole transaction is simplicity itself. Your customer comes in and mentions the game he is going after, and you at once hand him the right Remington Game Load.



26 Special Loads in 12, 16 and 20 gauge

HEAVY DUCK LOAD
also for Brant

GROUSE LOAD
also for Partridge,
Prairie Chicken
Pheasant and Doves

SNIPE LOAD
also for Rail, Plover
and Woodcock

RABBIT LOAD
also for Squirrel

GOOSE LOAD
also for Fox,
Turkey and Raccoon

TRAP LOAD

The new Remington Game Loads are Wetproof

Remington Game Loads are furnished only in the famous Nitro Club Wetproof Shot Shells—they are absolutely waterproofed from primer to crimp by Remington's exclusive patented process.

Remington Game Loads are loaded to a uniform Standard

of velocity, pattern and penetration, not simply with a given weight of powder. Why? Because no two lots of powder are ever exactly the same. Remington therefore tests every shipment of powder and loads the shells with the right amount of powder, regardless of weight, which will bring them up to the fixed standard of velocity, pattern and penetration.

Sportsmen are asking for Remington Game Loads

because they function right, rain or shine. They are always dependable and they are sure to get the game. To sum up.

Remington Game Loads mean less stock and more sales

less outlay and more profits, less trouble and more satisfaction to your customers. That is why Remington game loads are carrying on with a rising tide of popularity among sportsmen and dealers, alike.

Get your stock in now.

Ask your Jobber's Salesman for full particulars.

Remington

Remington Arms Company Inc.
Cunard Building, 25 Broadway, New York City
(Remington UMC of Canada Limited)

Some of the Ways we are helping you sell more **Columbia Dry Batteries**



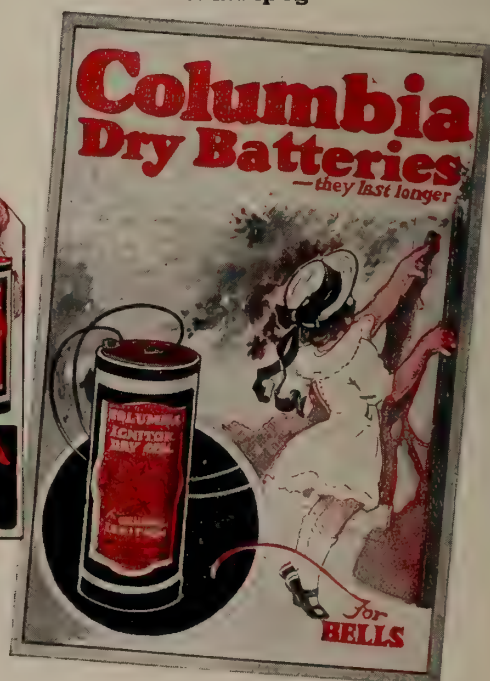
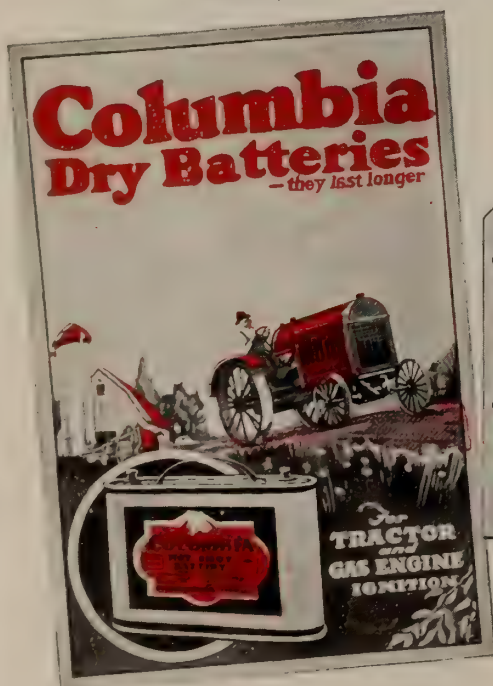
COLUMBIA Ads. are appearing constantly in the leading Canadian Farm Papers and Newspapers. Prospective users of special types of Columbia Batteries are reached through their own particular publications.

Brass signs, decalcomania signs, printed matter, store and window cards, and complete window displays beautifully reproduced in color, are sent to dealers when requested to help him "tie-up" with the national advertising campaign.

New forms of sales-producing material are being constantly prepared for the use of Columbia dealers. No practical method of increasing sales has been overlooked in the marketing of Columbia Batteries.

*This in part accounts for the steady growth in
the sale and popularity of Columbia Batteries*

CANADIAN NATIONAL CARBON COMPANY, LIMITED
Montreal TORONTO Winnipeg





The illustration shows a man in a canoe on a calm lake, with a large Imperial Premier Gasoline pump in the foreground. The pump is black and silver, with a large red circle containing the word 'IMPERIAL' and another red circle containing 'Premier Gasoline'. The pump has a long, flexible hose attached to it. The background shows a serene lake scene with a small boat and a distant shoreline.

OPERATES WITH EASE

One of the many "Little Features of Big Value" in Gilbert and Barker Pumps

If you had to turn the pump handle when sales of gasoline totalled thousands of gallons weekly, you would appreciate the ease with which Gilbert & Barker pumps operate.

For instance, you would realize how the roller bearings in these pumps lessen friction and make the crank turn easier. You would notice quickly that the self return feature of the piston—exclusive in Gilbert & Barker pumps—saves many revolutions of the crank and consequently the strength and energy of the operator.

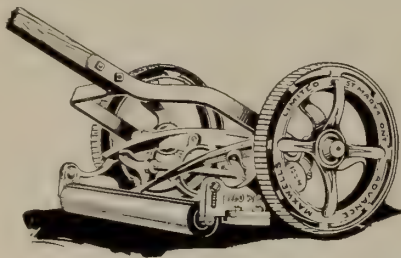
You would be pleasantly surprised at the freedom from back strain which scientific location of the crank handle eliminates.

These are some of the many reasons why filling station operators prefer Gilbert & Barker pumps. Write today for interesting free literature.

IMPERIAL OIL LIMITED
*Marketers of Gilbert and Barker Products
in Canada*

People are buying *Maxwell* Appliances

This attractive line in the hands of capable merchandisers will bring better business and more profits. For this Fall's trade specify MAXWELL for Hand, Power or Electric Washers, Wringers, Lawn Mowers, Food Choppers, Churns, Wheelbarrows, Pumps, etc.



Advance 10 1/2" Wheel

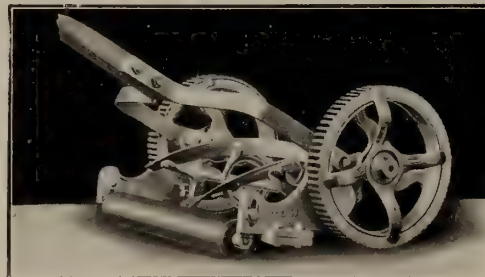
Unexcelled for even cutting and long wearing quality, also for light draft and ease in operation. Made in 10 1/2", 9" and 8" wheels, brass or ball bearings. Three, four or five knives and standard widths of cut as required.

Advance Lawn Mowers

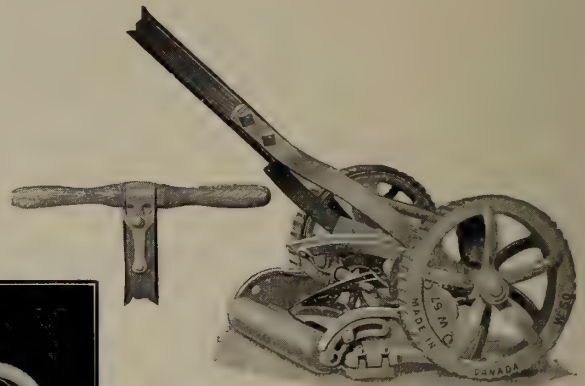
"In the forefront by merit"

The very best proposition available for 1924.

Book your orders NOW—
our prices are guaranteed
against decline.

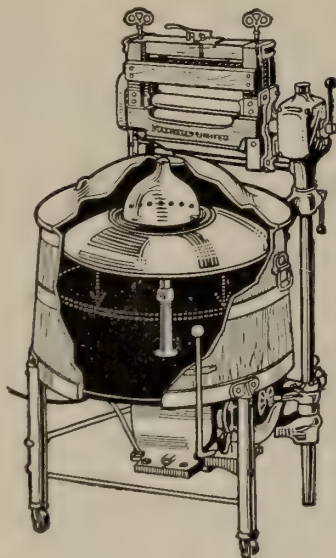


Advance 9" Wheel



Advance 8" Wheel

When ordering through your Jobber specify ADVANCE.



The Mono - Vac and The Super - Vac Electric Washers

incorporate a real percolating vacuum cup. The feature that cuts washing time in half. It insures uniform action—greater water agitation—a real suction that turns clothes completely over and cleans them spotlessly. Will outsell their field.



Model, Home, and Jewel Food Choppers

Canada made and superior to the imported article. Carried by all Hardware Jobbers.

Write for Prices and Catalogue illustrating Complete line

MAXWELLS, LIMITED

St. Marys,

Ontario, Canada

REPRESENTATIVES:

Bissett & Webb, Ltd.,
95 James Ave., Winnipeg.

Jas. Parkes & Co.,
296 St. Paul St., West, Montreal.

W. A. MacLauchlan,
56 Union St., St. John, N.B.

A. T. Diggins,
309 Stair Bldg., Toronto.

W. T. McArthur & Co.,
1012 Granville St., Vancouver.

Maxwells Limited,
568 Lyon St., Ottawa.

Paint and Varnish Trades

Paint Displays In Canadian Stores

Some Striking Displays that Brought Results—Live Dealers Hitching Window Displays to "Save the Surface" Slogan.

PAIN'T propaganda has spread to all parts of Canada. It has resulted in an increased demand for paint by people in all stations of life. The widespread use of paint for both home and industrial uses is reflected in the many effective paint windows arranged by live Canadian retailers.

The "Save the Surface and You Save All" slogan was effectively hammered home in a window display by Crossland and Beale, Calgary. The center of attraction was an ordinary dining room chair, half of which was slowly but surely rotting away for lack of a coat or two of mahogany stain. The familiar paint slogan sign was placed on this part of the chair. The other half of the chair was made to look like new because a lavish coat of mahogany stain had been applied. Several cans of varnish stain were placed on the chair seat, while the remaining floor space was taken up by neat stacks of cans of paint.

Noah's Time and To-day

Noah's Ark and the Modern Home were ably contrasted in a paint window by George E. Goodwin, Regina. The rear half of the window had a sloping base, formed by placing various size boxes underneath drapes of a dullish brown cloth. The highest point of this "mountain" was occupied by a toy model of a Noah's Ark, grouped around which were two of many kinds of toy animals. This exhibit was captioned in the following vein:

"If Noah's Ark had been painted with Endurance Paint, it would still be in existence, and thousands of people would make the pilgrimage to Mount Ararat to see it."

In the foreground was the miniature model of a modern home, which was beautifully painted in emerald green and white. Beside the house a sign enquired:

"Is your home worth owning. If so, protect it with Endurance Paint."

Cans of paint, along with paint brushes and color cards, were neatly grouped about the sides of the trim.

Modern Methods of Transportation

Another convincing window display by George E. Goodwin, Regina, featured a nationally-advertised varnish. The idea was to show the use of the varnish not only on the earth, but also on the sea and in the air. The air part was gotten across by suspending a model aeroplane from the ceiling, the aeroplane having beautifully varnished propellers. The sea atmosphere was conveyed by placing a metal trough at the middle of the floor and then filling the trough with water, on which floated a newly varnished motor boat. At the helm of the boat were a boy and a girl doll dressed in summer attire. The trough was camouflaged by banking beach sand around the sides.

On the beach so formed were a number of juvenile and grown-up kewpies in beach attire. Down in front the earth uses of the varnish were conveyed by a toy automobile, a delivery wagon and a fire engine—all of them beautifully varnished and manned by suitably attired kewpie dolls. It should be explained that this window was arranged in

the height of winter—and only one who has lived in Saskatchewan in winter knows how cold it gets. It took the minds of spectators from the cold spell they were having by suggesting summer warmth. So cold was it at the time the window was put in that the water in the trough froze overnight. The water kept alternately freezing and thawing during the week or so that the exhibit was on show. When the motor boat was removed from the water, the varnish with which it had been painted was not damaged in any way. This fact was emphasized after the trim had been removed, by exhibiting the boat along with a suitable sign.

Before and After Examples

An elaborate paint display was the work of the J. H. Ashdown Co., Ltd., Winnipeg. Miniature models were entirely dispensed with. The window trimmer went to the trouble of reproducing the side of a dilapidated small cottage on a realistic scale. The part of the roof shaped upwards toward the background, the entire section of the cottage exterior being constructed with old, rotted unpainted boards. The small window with which the cottage was provided was minus any curtains. The tiny yard surrounding the cottage was as dirty as it could be, with empty cans, old boots and a battered garbage can. The yard was enclosed with a fence of boards in various degrees of rotting. On the boards were such childish chalk inscriptions as "I love Sally." It suggested the slum district of any large city. The contrast was entirely provided at the other half of the window by a similar structure, identical in design, except that the cottage was tastefully painted a light cream color, trimmed with brown. White lace curtains were at the windows. A palm in a dainty earthenware pot was placed before the window. The shingles of the roof were stained. The unsightly yard was conspicuous by its absence, but the well-cared for cottage was sufficient contrast. A cardboard sign certainly told the truth when it stated: "It Pays to Paint."

A Large Window Devoted to Paint

The paint display by J. C. Rait, London, Ont., certainly reflected credit on himself and his store. A commodious show window was utilized for this purpose, much larger than the general run of paint windows, especially as furniture is usually exhibited in this space. The striking feature of the background was a large cloth banner, reaching from one end of the background to the other, and extending almost from the ceiling to the floor. On this banner was painted a large figure of a painter in overalls, holding a long wooden board in his hand. "Surface Satisfaction" was painted on the board. In large, bold type across the banner was the name of a well-known Canadian line of paints. A couple of lithographed signs, one boosting the "Save the Surface and You Save All" slogan and the other showing a woman painting outside the house, captioned: "Make Your Outdoors Beautiful," were attached to the top part of the banner. Neat pyramids of paints and varnishes in cans were arranged on the floor at good distances apart, along with advertising signs and cut-outs supplied by the paint manufacturer. At the front was the kneeling figure of a little girl in a middie blouse and navy skirt, with her hands extended to a paint color chart lying on the floor in front of her, engrossed in the attractive color combinations.

When The Falling Leaves "Cover The Earth"



PUT SHERWIN-WILLIAMS PRODUCTS

In Your Window

Now—to cash in on the Fall painting impulse by selling to the man who, for one reason or another, neglected painting his property in the Spring.

Let your window displays preach the Gospel of "Save the Surface." Remind the property owners of your community that the rigors of winter play havoc with unpainted surfaces and that Fall painting with the Paints and Varnishes that "Cover the Earth" is the surest and the most economical means of protecting, preserving and at the same time beautifying every interior and exterior surface.



THE SHERWIN-WILLIAMS CO.

of Canada, Limited

HEAD OFFICE

MONTREAL

Feature Particularly

S. W. P.

THE STANDARD OF VALUE
FOR EXTERIOR PAINTING

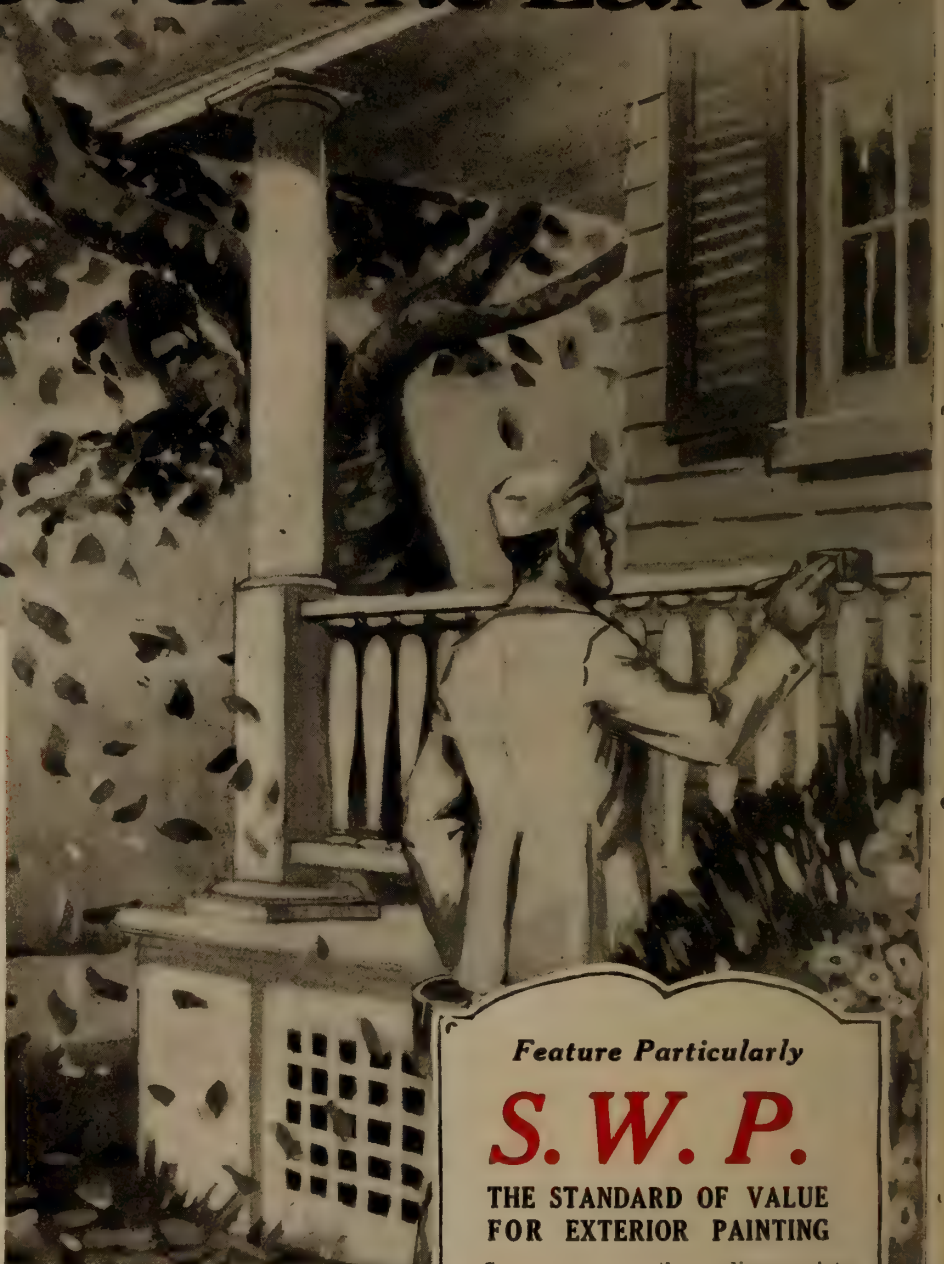
Covers more area than ordinary paints
and lasts longer on the job.

SHER - WILL - LAC

The Varnish Stain for
Floors, Furniture and
Woodwork

No "Cover The Earth" Product is more
worthy of a place in your displays than
this popular Varnish Stain. The one
best Product of its kind for brightening
up the home interior.

See that your stocks are complete.





Fall Paint Business Should Be Abundant

ALL around you on every street in your town, there is new paint business to be had this fall.

Perhaps you have sometime fished a stream or lake where the big speckled beauties lay deep below the surface waiting to be tempted by just one particular fly. Just so is this business waiting to be approached, to have its fancy tickled by some especially tempting painting idea, to be made to rise to a sound economic suggestion.

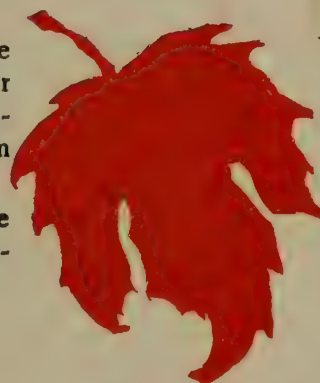
Occupied as you are with the detail of your store management yet could you not snatch a few minutes here, a half hour there, to personally draw some of this potential business to your paint department?

The average customer enters your store with intent to buy some specific article or articles. Why not increase your sales by a special appeal to him to consider painting or varnishing this fall? Is it not true that this average customer is susceptible to a logical paint appeal, an appeal which means real economy to him in the long run?

Put the famous slogan to the test this fall by personally telling a few of the many citizens in your community whose properties need paint:—"Save the Surface and You Save All".

SAVE THE SURFACE CAMPAIGN
121 Bishop Street, Montreal

A co-operative movement by Paint, Varnish,
and Allied Interests.



Guessing Contest Boosts Paint Sales

Dealer Who Sold Paint For 125 Houses Asked His Customers to Guess How Much Paint Was Used.

IN 1921 E. Durkee & Co., Gloversville, sold the paint for 125 houses in their town. When preparing for 1922 spring paint business they determined to get some real advertising value out of this fact. They hired a photographer to take pictures of the 125 houses listed on their books but up to May 1 the photographer had been able to finish only 89 of the pictures. Durkee had a big paint demonstration planned for May 6. It was decided some use could be made of the photos in advertising the demonstration.

In short, the idea was to make these 89 houses the central thought in connection with a guessing contest to be staged along with the demonstration, the question being "How many gallons of paint were used on these 89 houses?"

The photos were mounted in neat style on a large multiple display fixture with several wings which stood in the center of Durkee's show window. Around this were grouped the various prizes which were to go to those who guessed closest to the gallonage used on the houses. There were also two large cards in the window announcing the contest which read as follows: "These 89 houses were painted with Blank's paint in 1921. Can you guess how many gallons were used? Prizes will be awarded to those guessing the closest. Come into the store and get a ballot."

The event was given much publicity in the newspapers, several advertisements of varying size being used.

Other advertisements featured the fact that the first prize was enough paint to cover an ordinary house, that the judges were well known Gloversville men, the advertising managers of the two newspapers, that the correct answer was sealed under lock and key.

Besides, writing his guess each person was requested to put down his address which gave the Durkee company two lists for mailing purposes, one of property owners for immediate use, and another of boys and girls for future use.

The newspapers commented on this contest in their news columns so that the Durkee Company received additional publicity in this way. However, having gone so far in this scheme they did not drop it cold, but carried it to a very successful conclusion by the following means. Instead of merely putting a card in the window saving "681 gallons of paint were used on the 89 houses" and letting it go at that, they displayed on the sidewalk in front of their store packages of the house paint which totaled all 340½ gallons with a card alongside which read: "340½ gallons Blank's paint. Twice this amount was used to paint the 89 buildings."

Naturally this made quite an impressive display and it surely stopped the people. In fact, it pulled about as well as the contest itself, for two or three of the sales force were kept busy all day out in front of the store answering questions, quoting prices on the paint, meeting requests for color cards—and incidentally taking an occasional order.

Immediately after the close of the contest a letter was written to each prize winner asking him to come to the store, and letters also sent to the other contestants thanking them for the interest they displayed.

After the contest had closed the photos were removed from the display fixture and placed in a large album, classified by streets with a record of colors and numbers of gallons used on each. Now, when Mrs. Smith comes in and says she would like her house painted like Mrs. Brown's they can go to the album and look up the colors right there.

"It's all right," the reader may suggest, "but think of the expense and bother. Bet it costs more than it's worth."

Let Mr. Durkee answer this question. "While the expense of making a display of this character is considerable, we are more than convinced that the results more than justified the expenditure."

There are a bunch of germs for good merchandising stunts in this. The entire idea, or the contest, the outdoor display scheme, or the album stunt separately could be worked out effectively by every paint dealer, and doubtless with similar results obtained by the Durkee company. Each is a winning idea in itself.—American Paint and Oil Dealer.

GUESSING CONTEST AT VANCOUVER

The Crown Paint Company, Vancouver, B.C., are offering a supply of paint free, sufficient to paint a house, to the customer who guesses closest to the number of gallons of

Andy Handy Says Paint Your House FREE

The person who gives the nearest estimate of the number of gallons of Shingle Stain we will sell during the months of March, April and May, will receive sufficient Crown Paint, absolutely free, to paint their home (the value not to exceed \$100; which is more than sufficient to paint the average home). Last year we sold 1502 gallons during the corresponding time. Use any paper that you may have at hand. Give your estimate of the number of gallons of Crown Shingle Stain we will sell; your name and address; and give description of the Paint-Job, if any, that you are contemplating this spring. There are no strings attached. You do not have to make any purchase in order that your estimate may win the prize. Send in your estimate today.

CROWN PAINT CO. Ltd.

24 Cordova Street East, Vancouver

From "Maker to Painter"

Advertisement featuring Guessing Contest.

shingle stain they sell during March, April and May. Last year they sold 1502 gallons during that period.

They use the contest to get a line on the painting that their customers are considering doing this year. Read the accompanying advertisement and see if you can apply it to your own business.

MADE \$800 BY PAINTING HOUSE

By G. H. Baxter, Master Painter, Winnipeg.

About three years ago I was asked to look at a house that was in real bad shape. It had stood years needing paint. I assured the owner that he could make money on the house by having it painted. I told him what it would cost, and we did the work. He sold the house inside of a year from the time he bought it, making \$800 more than he paid for it, or three times more than my job cost him.



BOECKH'S BRUSH NEWS

Boeckh's Brushes Mean Satisfied Customers Satisfied Customers Mean Larger Profits

The customer comes into the store with a certain painting or varnishing job to be done. The Hardware man is anxious to retain a satisfied customer. He must, therefore, sell the customer the right paint and brush for the particular work or he will have a dissatisfied customer on his hands.

There is more profit to the hardware man in selling good brushes than in selling good paint.

Good paint applied with an unsuitable brush will not give satisfactory results. It will result in uneven distribution of paint, streaks, air bubbles, hairs, etc, etc.

Don't allow your customers to buy paint best suited for the job

and then ruin it

by applying it with a cheap brush, that is, a brush not suited to the work in hand.

How often after selling a good quality paint do your customers add, "And give me a cheap brush to put it on"? The moment you sell him an unsuitable brush you are running chances with your customer's good will and your future profit.

Let us put your brushes on one of our display boards. Exhibit it constantly in your Paint Department. Experience has proved that our display boards

sell a better quality of brushes

as the customer can see at a glance the whole line of brushes you carry. Contrast this method of selling with the older one of keeping the brushes in packages or out of sight below the counter

Write us for full particulars of our display boards.

The Boeckh Company, Ltd.

Head Office and Factory

Toronto, Ont.

Makers of Everything in Good Brushes since 1856.

Unusual Plans For Building Store Trade

What Does Your Store Do That's Different—Hardware Dealers, Clerks or Salesmen Will be Paid from One to Ten Dollars for Every Idea Accepted.

ADVERTISING TO BOYS

Written for "Hardware" by JOHN BARTLETT.

It is no new discovery, this great fact that it pays to advertise especially to boys. Good merchants have known it for years. Modern contribution to the discussion comes in improved plans for the advertising. Boys are quick to make friends. They have long memories. They will walk a couple of miles any day for a small advertising gift.

Hence, this advertisement of a Denver store, featuring a coupon, was bound to get hundreds of replies. It featured a picture of a kite, the word, "Free." Then came the coupon, which had blanks for the boy's name and address, his age, and his birthday. The boy got the kite by filling out this coupon and taking it to the store.

The feature of this I wish to call attention to is the coupon. This store wanted the boys' names for its birthday mailing list. In particular, too, it wished the birthday dates. The coupon was a tactful way of obtaining the information. And it was time-saving—the boy did the filling out, not a rushed employee at the store. Further, the coupon markedly increased the number who applied for kites.

When each boy's birthday comes around, he will receive a letter from the store the day before. It will be in rhyme. It will announce that a present is being sent, to reach the youngster on the morrow. The letter will be mysterious as to just what the present is. The boy's curiosity will be aroused to a high pitch. The store will make such a hit with that boy that it will stand head and shoulders above all other stores in his affections.

At various times through the year, special advertising of merchandise of interest to the boys but usually bought by parents, will be sent to the boys themselves. The store has followed this general plan for several years, proving it thoroughly sound.

Practically any type of store can use gift advertising with boys and make it pay. A string of filling stations gives sticks of candy to children in cars served—the plan works big!

The effectiveness of the advertising gift will be enhanced if it is associated with mystery. A suburban store manager put on the window of his store, "BIG FREE DISTRIBUTION FOR BOYS, Saturday, 2 p. m. All come!" This was on Wednesday. When boys inquired what it was all about, proprietor and clerks were non-committal. They just smiled.

Saturday afternoon, the store distributed small candy whistles to each boy. The whistles were in an individual bag, along with a circular advertising the store.

The store repeated the plan the next week, and the next week. The third week following, so widely advertised had the distributions become, there were between three hundred and four hundred boys, and the police department had to be called on to keep the youngsters in line.

The cost for small gifts was trifling beside the advertising derived by the stunt. The store noted a quick upward rise in cash business coincident with the good-will advertising to boys, proving that Jimmy's and Joe's and Benny's talk at home was bearing advertising fruit.

Most any store can well spare a little time and expense, occasionally, to advertise to the youngsters. Gifts and my-

steries—those are the two best plans. And remember it only takes a little of both to win a boy's good-will.

TO DISPLAY WIRE FENCE

In most hardware stores wire fencing is carried in the original rolls, which are kept in the warehouse or basement. This makes it rather difficult to display the various kinds and widths to any advantage. A display rack used in one hardware store in a country town consists of a platform mounted on casters, supporting an upright paneled background with heavy posts at each end. To each of these posts a set of door-like open frames are hinged in such a manner that when closed they lie flat against the paneled back and may be opened outward one at a time. The frames are sampled with various kinds, widths and mesh of fencing. A tag on each door gives a description of the fence sampled, with the price. The size of the fixture may be left to the dealer, who can adapt it to his available space. If neatly finished it is an attractive fixture, and may be used to good advantage in the display window, as well as in the salesroom.

BUSINESS CARD ADVERTISES STORE

W. A. Rankin, Ottawa, uses a business card for the various representatives of his store which is very practical advertising. The front says:

W. A. Rankin, Limited
Home and Builders Hardware
414-416 Bank Street

Phones, Queen 1023-1024.

The reverse side of the card reads as follows:

Builders' Hardware	Lamp Black
Locks Hinges etc.	Soot Doors—Rings
Rubberoid Products	Coal Chutes
Roofings	Ash Dumps—Dampers
Insulating Papers	Sash Weights
Wall Board	Wheel Barrows
Slate Coated Shingles	Shovels—Picks
Tarred and Dry Papers	Galvanized Iron
Sulphite Papers	Hip Shingles and Flashings
Nails	White Lead
Door Hangers	Glidden's Ready Mixed Paints
Red and Black Mortar Colors	Floor Varnish

ELECTRICALLY EQUIPPED REST ROOM

Merchants who are going after the electric appliance trade could well follow the example of an enterprising small town merchant in the west.

As an added attraction to tourists and farmers who come to town, he has fitted up a commodious rest room which differs from others in that it has such modern conveniences as an electric sewing machine, flatiron, percolator and other electric appointments.

Anyone is at liberty to use the room as a library, as a place to clean up, mend their clothes, or iron their washing, absolutely free of charge and with no strings attached. But it is just this good will spirit that brings them so much trade, for few people after making use of the conveniences so freely offered, go elsewhere to make their purchases—and many, making use of electrical conveniences for the first time, are so impressed with them that they are not satisfied until they are the possessors of similar ones—and these naturally are purchased at the store of cheerful service.



The Viking Line

of Summer and Winter SPORTING GOODS



WOOD TYPE SLEDS
with Drawn Steel Rod Runners



— **SLEDS** — **SELF STEERING SLEDS**
with "T" Section Steel Runners

Extremely attractive finish, color scheme and decoration.

Hockey Sticks

High grades for professionals and standard grades for general trade distribution.



Domestic Wood Specialties

We manufacture a high grade line of wood specialties which include steps, stools, ironing boards, etc.

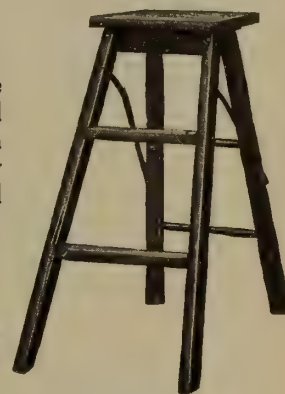


Canoes

Rice Lake Canoe Crown Plate preserves full strength of all parts without reduction on tapers and ties all together by three strong rivets to Metal Crown Plate.

Ski Harness

Ski Harness and Poles of the best domestic and imported designs.



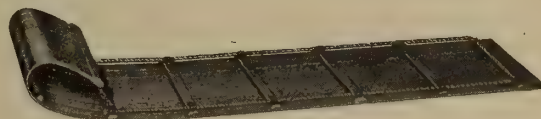
The Viking Ski

Patterned after the best Norwegian make. Made from selected edge grain, mountain white ash billets and hickory. We are distributors in Canada of the famous "Ostbye" Ski.



Toboggans

Maximum of excellence in design and construction has been achieved. Made in two styles.



ORDER YOUR FALL STOCK NOW

Rice Lake Canoe Company, Limited
Cobourg - Ontario

When a furnace has been delivered but for any reason the customer is not ready for the work of installing it to begin immediately, a check is put in this list.

Under the heading "not delivered" are those furnaces which have been sold on time but the credit of whose buyers has not been investigated by the credit man. These are not sent out from the store until the purchasers have been given the O. K. of the office.

The last two columns are headed "Installation started" and "Installation completed."

By means of this sheet the office of the store has all necessary information available. If a setter finishes one job and reports for another, it is easy to tell by his sheet just what jobs are ready. A quick glance down the "Not installed" column shows what furnaces are on the waiting list. It also shows if they have been delivered. This sheet gives an estimate of the time needed to complete the job and also, by means of the last two columns shows the actual time taken. Figures in the final lists are given in days and hours.

Salesman Draws Plan of House

Another plan which is helpful is having the furnace salesman draw a plan of the house for which the heater is to be used. Special sheets of paper are provided, ruled into squares to facilitate these charts. The salesman figures the size furnace needed, its best location, where the runs will be located and makes an estimate sheet of the pipe and other equipment necessary for installation. This chart and estimate sheet are turned in to the department head.

When a setter asks for a new job, Mr. White selects one from the sheet already described and then gives the setter the chart and estimate. The set up man then goes to the store room and collects his material. Thus he is able to report on the job armed with the goods necessary to do the job.

Each set up man is required to make out a time sheet on the slip shown here. These are filed away and are used in making up a time book which is valuable in figuring departmental expense.

Women Get Names of Prospects

The Gross Company has used many means of getting names of furnace prospects. The most successful of these was that of using women to make a house to house canvass of the city gathering information.

A card similar to the one reproduced here was used. It will be seen that the information obtained was unusually complete. These women called at homes in Milwaukee and took the names of people who might be interested in the purchase of furnaces. In many cases they made appointments for salesmen to call. Where such an engagement was made the salesman was received with greater dignity than if he had merely appeared on the porch and rung the bell. "Quantity of coal consumed" was a bit of information which gave the salesman a good talking point in many instances.

The women who made these calls were paid a straight salary and also received a commission on all sales made to prospect they secured.

Sell the Salesmen First

This store emphasizes the necessity of having salesmen who have faith in their product and sufficient information to talk convincingly on it. In other words they "sell the salesmen first." A new man does not immediately go on the floor as a stove salesman. From one to two weeks he merely stays in the department, reading literature sent out by manufacturers and learning technical points about the

stove. Other clerks are instructed to answer all questions he may ask and to help in every way.

When a new man finally meets customers, he seldom completes the sale. He shows the stove and gives information but after a short time a more experienced man "happens" past and takes up the sales talk. The new man stands by to learn what he may. A turn over system is used here and a clerk who finds he can not swing the sale sends out signals and another comes to his support. Often the department head is called. Straight salaries are paid here so that salesmen are willing to turn over their customers.

An Unusually Complete Prospect Card

Name	
Address	
City	Phone
Owner	
Address	
Date to Call	
Remarks	
Make of Furnace	Years used
Quantity Coal Consumed Yearly	
Satisfied	Salesman

HARDWARE DEALERS SELLING FARM LIGHTING PLANTS

Like other specialties carried by hardware dealers the successful merchandising of farm lighting equipment depends to a great extent on the location of the store. Before taking up a product such as this the hardware man should go over the district from which he draws his trade and see just how many real prospects he would have were he to feature that article. Ecclestone Hardware, of Bracebridge, have had some success in selling lighting equipment in their district. They, however have two great fields in which to work. As well as being located in the midst of the tourist country they are surrounded by many prosperous farms.

The tourist resort proprietor is sold on the idea that the more modern he has his property the more people he is likely to attract to his resort and the more money he is able to ask for his service. There can be no better combination than the comforts of the city and the health giving air of Muskoka.

The farmer who has done well is generally anxious to improve his property so that farm lighting equipment is quite an attractive proposition to him.

Ecclestone's, having this rich field in which to work, by means of advertising in the local paper which has a big circulation in that district and personal touch with their regular customers have made this one of their profitable lines.

THE HORN OF PLENTY

G. A. Holland and Son, Co., Montreal, for a Thanksgiving window placed widths of orange and black cloth against the window background. Sheaves of wheat were stacked up against the widths of black cloth, forming an excellent color contrast. On a small mahogany table in front of this was a Horn of Plenty, pouring out from which was a bountiful collection of fruits of all kinds. Two bundles of wheat sheaves occupied the foreground, these sheaves being tied around with wide black ribbon. Two real pumpkins at the front sides imparted a sense of reality to the display. A width of Oriental wallpaper was draped from the top of the background toward the front part of the trim.

Lead The Heating Trade With This Splendid Furnace Line

**HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace**

A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that is most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a *quality* manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.

The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product. Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars. The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven. The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust. The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room. The Individual Grate Bars made it easier to shake down.



The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can *increase* your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

—ALSO MANUFACTURERS OF—
**"JEWEL" Coal and Gas Ranges, Stoves and
Heaters, Furnaces, and Registers.**

CLARE BROS. & CO., Limited

Preston - Ontario

Winnipeg

Saskatoon

Calgary

Edmonton

Vancouver

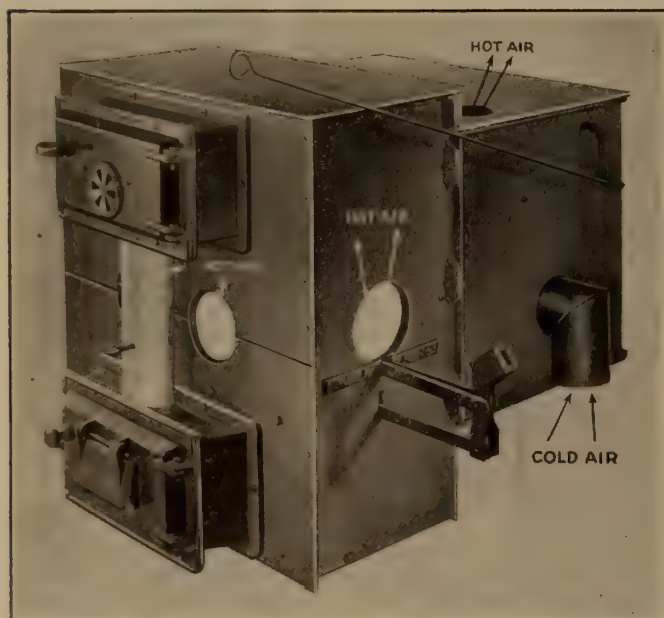
NEW SYSTEM OF HOT AIR FURNACES

The New System Furnace Company, Stratford, showed a new type of furnace in the "Made in Stratford" display, it being the invention of W. F. Payne, who has made heating the study of his lifetime. The "New System Peerless" Furnace was patented in 1921 and has been successfully operated in scores of homes in Stratford, Tavistock and other Western Ontario places and Mr. Payne, finding the business growing faster than his facilities permits, plans to incorporate a company and manufacture on a larger scale in Stratford or in some other favorable location.

In shape the New Peerless System Furnace is almost square, the dimensions of the casing being 44x45 in. on the large size, and 38x45 in. on the smaller. The casing is approximately seven inches distant from the cast iron body of the furnace proper and follows it in shape. This unusual shape is due to the length of the flues through which the fire has to pass before entering the chimney. Without doubt it is the great length of fire-travel in the New System Peerless that is the secret of its economy of fuel.

In other types of hot air furnaces the distance from the top of the fire-pot to the entrance to the smoke pipe, which distance is called the fire-travel, is not more than 36 or 38 inches. In the New System Peerless the Fire-travel is 9 feet 6 inches or three times as great as in other types. In the short fire-travel the greater part of the heat generated by the fire escapes into the chimney, but as this distance is increased the waste into the outside air is decreased for the heat is extracted by the furnace body and used to heat the air of the house.

The rear half of the furnace contains a chamber on three sides of which the fire travels and on the fourth is the fire pot. Into this chamber two 5 in. elbows, one on each side, and six inches from the floor, conduct cold air to take the place of that which has been



New System Furnace shown at the Toronto Exhibition.

heated and is escaping rapidly from the two holes through the top plate. As this chamber is always very hot there is a strong pull of cold air into the elbows which increases the circulation through the cold air conductor pipes all over the house.

Another feature of the New System Peerless is the great amount of radiating surface. When the 1100 pounds of iron in this furnace gets hot and begin to radiate heat from 56 square feet of surface the inventor claims it gives more heat from less fuel than any other furnace made.

The New System Peerless is of heavy cast iron construction throughout and under normal conditions should give unlimited service. All joints are sealed with a fire-proof cement making them gas and dust proof. The fire pot is exceptionally sturdy and being practically straight sided leaves no place for clinkers to form or ashes to bank up in.

There are seven grate-bars in the large furnace and five in the small. These grates are only 9 inches long and 3½ inches wide, and all work together.

Opening into the ash pit are two clean out doors, which permit the bottom flues being scraped and kept clean, even when the fire is going. Other flues may be cleaned from the feed door. Above the lower door is the dust damper. This is opened when shaking

the fire down, so that the dust may be drawn up over the fire instead of being forced into the cellar. The water pan is situated so as to give the hot air sufficient moisture at all times, and evaporates as much as two gallons every twenty-four hours.

The highest point of the casing is only about fifty inches from the floor, enabling all hot air conductor pipes to rise at sufficient angle to insure their drawing well. The light from the windows is not cut off making the cellar cleaner and more sanitary.

THE COST TO OPERATE

The Manville Hardware Co., Ltd., Prince Albert, had a drive on electric ranges. Liberal newspaper space was used, emphasis being given to the following boxed-in statement:

"Note—Mr. O. B. Manville's electric bill for the use of a—Electric Range and Electric washer for the month of April was only \$4.00. This range was used for all cooking purposes."

When a merchant will use an article he is selling, in his own household, he is in a position to know what he is talking about. At the same time, it carries much conviction, especially in a small city like Prince Albert. Other arguments the announcement contained were these:

"LET ELECTRICITY WORK FOR YOU"

Cheaper—Safer—Cleaner—Quicker. No waste heat. Easy to regulate.

Electric Ranges—The Latest Step Forward." The demand for Electric Ranges is growing, and we are always to the front with new goods."

At the top of the ad was a cut of a housewife preparing a meal over the electric range.

TEN "KINKS" FOR TIN SHOP

1. Leaks are often found, caused by the metal flask being too low. Water will seep in from capillary attraction or splash over it.
2. If the smoke stack on a chimney has not the proper draft and has a rain cap on its top end, knock the cap off, it obstructs the draft.
3. A hard cement for an emergency can be made with one part each sand and coal ashes, sifted, two parts flour. It takes longer to harden than most cement.
4. When the draft of a furnace is so strong that the "draft check" will not subdue it, pull out the soot pan in the chimney.
5. Add a cup of vinegar to a gallon of ordinary flour paste, then notice the great improvement in sticking quality.
6. To avoid collapse when "sanding" a flat top furnace dome, punch a small hole in its center, run a wire through, nail to joist above.
7. A quick flip with a long-pronged pair of pliers will quite often make a fold in roof flashing or gutter that will save a cut, lap and solder.
8. If a valley in the roof leaks, get into the attic and see if the metal has been pressed down between the lath; it may sag down from other causes.
9. In going through a basement wall with steam or furnace pipe, use a loose collar for the pipe to pass through. Close each end with a ring to fit (as a soot catcher) and save future annoyance.
10. Weatherboarding let down tight upon the flash of an abutting shed roof will hold soot and dirt which, combined with rain water, will form an acid; this acid will turn the metal to a mass of rust. See that siding is kept up from corner of tin flash to brushout and paint.



Showing Silverware and Bathroom Fittings displayed in Cowan's Hardware, London, Ont.

Walker Wall Cases, Counters, Showcases, Tables, and Shelving, as used in Cowan's interior shown, are adaptable to either small or large Hardware Stores.

WHEN appearances mean money the customer entering your store equipped with our Hardware Display Cabinets, Silent Salesman, and Counters at once gets the impression that there is good management behind your store's service—besides he realizes that he can see what he wants and can get it quickly. The public appreciate good service, and they get it when our fixtures are used.

In Walker Display Cabinets the goods are displayed behind glass doors or display front compartments. Articles thus displayed are kept absolutely free from dust and as a result always retain their original good finish and make a stronger appeal to the prospective buyer.

Send us a floor plan of your store and your ideas and let us quote you on installing with our modern store equipment.

THE WALKER BIN & STORE FIXTURE CO., LIMITED
KITCHENER, ONTARIO

Suggestions For Fall Window Displays

Hallowe'en, Thanksgiving and Christmas Displays offer Opportunities for Originality—Feature Stoves Now.

Hallowe'en, like Christmas, comes but once a year. It is an event of fleeting duration, but while it lasts, it is made a great deal of.

Every merchant, no matter the nature of the goods that he sells, can cash in at an event like this—the first of the three end-of-the-year festival occasions.

The easiest way of getting into the spirit of Hallowe'en is via the show window route. Your Hallowe'en displays can be as simple or as elaborate as you please, depending upon the facilities at your disposal, but so long as the trims contain the true Hallowe'en atmosphere, along with timely sales suggestions, they will yield very satisfactory returns.

EFFECTIVE USE OF CREPE PAPER

Phelan's, Montreal, curtained off the rear with alternate black and orange crepe paper ribbons. These ribbons, suspended perpendicularly from the ceiling, were covered with orange and black crepe paper, with here and there a pumpkin cut-out serving as a mat. More orange and black crepe paper ribbons were festooned from the ceiling.

THE SQUASH EXHIBIT

The K. and S. Store, Montreal, attracted attention by displaying a huge squash, which was cut to resemble a boy's Hallowe'en pumpkin, with the letters "K and S" carved on the same. The squash occupied the central location, on a black draped pedestal. The remainder of the display was devoted to merchandise with a timely appeal.

THE HOBO SETTING

The Woolworth Co., Toronto, took particular pains to make their Hallowe'en window central exhibit an unusual one. This assumed shape in the dummy figure of a tramp—posed in the attitude of sitting on an upturned packing case in front of a fire. The fire was made of charred twigs, with red tissue paper underneath, through which an electric light gleamed. The fire certainly was most realistic. Corn on the stalk formed the background, with cardboard pumpkins, lit up by electric lights, placed here and there among the corn. Down in front an effective display of merchandise was made.

THE PUMPKIN MAN

Another Toronto store had an unusual pumpkin exhibit. The pumpkin was carved to represent the face of a man, with an electric light bulb inside the pumpkin. A flashing attachment was employed so that the face kept lighting up and darkening. In this way attention was attracted to the window, which contained an attractive array of goods.

THE GOBLIN SETTING

A Winnipeg Store devoted the central part of a show window to a faggot fire, about which were standing goblins with pumpkin heads. The fire effect was produced by arranging broken twigs over red tissue paper, which concealed a lighted electric bulb. Above the fire, supported by four posts, was a steel rack, upon which some marshmallows were in the process of being roasted. Articles suitable for the Hallowe'en party were set out in other parts of the show window.

TURKEY AS A WINDOW DECORATION

Goodwins, Ltd., Montreal, P. Q., had a huge turkey painted in natural colors on a circular panel occupying the rear center position of a Thanksgiving window. Against

the light orange shade employed on the background, the turkey appeared very realistic, and was an excellent foil in calling attention to the goods attractively displayed on red painted pedestals.

COOKING BY GAS ARGUMENTS

Ottawa Gas Co., Ottawa, recently provided an attractive setting for a gas range exhibit. The beaver board background was painted a light grey, with purple plush curtains hung down the center rear panel. The two side panels were very skillfully carved, the whole background presenting a theatre opening effect. Almost blocking the centre rear curtain opening was a large white enameled gas cooking range. The oven door was wide open, with a card placed half way in the oven. The card which bore an illustration of some delicately browned home-made biscuits, was captioned as follows:

"Never a baking failure when you cook by gas."

"This Gas Range equipped with Lorain Oven Heat Regulator. Any degree of heat is maintained in the oven indefinitely... Ask us about it."

Another large gas range, but not the enameled kind, was stationed at each far rear side. Cards on these advanced such arguments as those given below:

"Cook with gas. No Dirt, Ashes or Dust."

"A gas range in your kitchen means meals prepared in half the time."

The valuable show window space down in front was occupied by several of the kitchenette type of gas ranges, backed up by the following signs:

"No user of a gas range ever wanted to return to coal. There's a reason."

"No need to worry about your coal supply. Use gas and be happy."

INSPECTION INVITED

The Moose Jaw Hardware Co., Moose Jaw, Sask., placed a large gas range in a slanting angle, at the exact center of their show window. A card stationed on top of the range stated that—

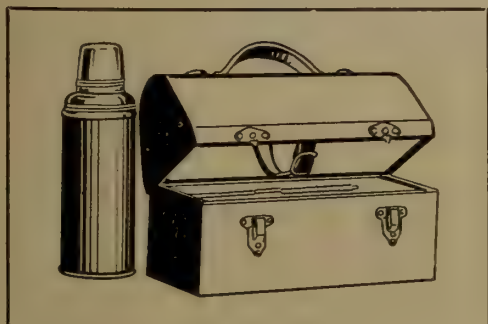
"It's worth inspecting. Come in."

Twisted red, white and blue streamers, each color arranged alternately, extended from the top of the range to down in front by the window glass. At each front side was a cardboard cut-out of a man, with his finger pointed toward the store interior.

GAS vs. COAL

Brousseau and Frere, Quebec City, endeavored to kill two birds with one stone. Their object was to push gas ranges, in direct opposition to coal ranges. The window display was divided into two parts. The first part showed the soot-begrimed housewife, with loose strands of hair down her face and showing signs of fatigue, while bending over a dirty kitchen coal stove, on which were several sooty pieces of enamel and iron ware. The second part of the setting presented a decided contrast. Here was the spick and span housewife, with a smiling expression on her face, cooking on a gas stove with aluminum ware. This kitchen was a model of cleanliness. Both housewives were represented by clever cardboard cut-outs, but everything else was real. A more convincing display than the foregoing on behalf of the gas stove, would be hard to find.

A Vacuum Lunch Kit At A Popular Price



THE season for Lunch Kits is near, and this is the time to feature these. Can be supplied with the regular Vacuum Bottle, as well as an all Aluminum case.

Write for prices and particulars.

Aluminum Specialty Co., Limited

Aluminum Cooking Utensils and Specialties

60 John Street

TORONTO, ONT.



When You Sell "KAITTING" Washers You Sell The Best

An Illustrated booklet describing the complete line of "Kaitting" water motor washing machines will be gladly forwarded on request. Tear this ad out now and put it with letters to be answered.

"Kaitting" Water Motors can be supplied to put on old hand machines. Easily installed in 10 minutes. Other types of water power motors for pumping purposes are also described in booklet.

GEO. C. KAITTING & SON

GALT

ONTARIO

The Best Water Motor Washing Machine Ever Offered Canadian Hardware Dealers "KAITTING"

We have been making water motors of all descriptions to run from water pressure for the past 20 years. We invented and built the first water motor for running washing machines in Canada. We have improved on them from time to time and now offer the best motor washing machine at a very reasonable price. Illustrated herewith is a reproduction of The "Kaitting" Pastime, open and closed. It will wash anything from a handkerchief to a pair of double blankets.



KAITTING FAMOUS PASTIME

Hardware Stores Sell Chinaware

Several Toronto Stores Handle China and Glass Wares Profitably.

By J. O. CASEY

CHINA dishes and glassware are handled by many hardware stores among a number of such stores in Toronto are W. H. Lake, on Queen West near Bathurst; Prince & Co., on Bloor near Bathurst; and Ibbotson's hardware on Bathurst at Dundas. All these stores have had these lines for several years, and find them among the best in the store as far as profit, quick turnover and bringing back customers are concerned.

"We find that by letting people in the vicinity know we carry this line, we can make frequent sales, and almost every sale in this line is a big one," said Mr. Lake. When an editorial representative called at the Lake store, there was a big window display of everything that could be used in a kitchen. Coffee percolators, potato parers, meat choppers, double boilers, in fact everything, was displayed as if it were actually in use. The big rack on which hung all sorts of pots and pans was suspended from the ceiling, the bread slicer had a loaf of bread partially cut, and the window attracted a great deal of attention.

"It not only attracts attention, but it gets us the business as well," said Mr. Lake. The country is not as hard up now as many people believe, and with a better business feeling in the air, business is getting good nearly everywhere.

In handling china, dishes and glassware, Mr. Lake has found that there are two or three cardinal points that help mightily. One of these is carrying sufficient open stock to be able to "fill in" and thus sell a lady a few pieces now, and a few more later, and another is having the stock well displayed, and in most cases handled by girls.

The entire front of one half of the store is devoted to the display of china, and a really immense stock is carried. Demonstrations play an important part in the success of handling china. Occasionally Mr. Lake sends an invitation to fifty or seventy-five women of the community inviting them to come and look the line over.

A special exhibit is then arranged in the store, and all goods are carefully marked in plain figures. This invariably results in some nice sales, in fact some of the more expensive dishes carried have often been sold in this way.

But what is even more important, this gets the women of the vicinity to come to the store and inspect, not only this line, but all the china and glassware that is carried, as it is most attractively arranged. It lets them know that Lake's carry this type of merchandise, and also that they carry it in sufficient quantities to be able to fill orders at any time.

The salespeople for this line have strict instructions to keep their stock in "apple pie" order. Not only does this reduce breakage to a minimum, but it helps keep the stock accessible. Whenever a customer comes into the store to look at dishes his or her name is secured. If he or she buys a little of one pattern, the store sees to it that after a while a letter is sent asking if she is not ready to add a few dinner plates to her set, or perhaps the bouillon cups or a vegetable dish. In this way, added sales are made and customers built up for the store's trade.

MADE MATCHES A LEADER

By JOHN T. BARTLETT

Matches make a good cost or below-cost leader. Everybody uses matches, as things of everyday consumption. They are readily handled by practically any type of store. I talked recently with a store in a trade which usually doesn't handle matches, but which has made a below-cost leader

of them, selling them for above ten years. Advantages and disadvantages of "below-cost leaders" were illuminatingly revealed by the management, as well as best methods.

One thing was clear—the public following of a leader of this sort rolls up like a snowball. There is no question that it gathers momentum, and as it does that the advertising benefit, and the direct stimulation of trade, increases, too. However, the picture is not all of a bright color.

This particular store had for one of its owners a staunch believer in a leader. Matches were introduced at his suggestion at the start, the store put a matches counter right at the store entrance. It wanted to distribute just as many of its matches as it could.

Later, it moved the matches booth back into the store, and finally, it established the booth in the basement. Still the crowd followed the matches. After ten years of below-cost selling, the store sells three hundred or so packages a day. It buys the matches by the carload. It stands a direct loss of several thousand dollars a year. Mind you, this all followed a start when the management felt it must put the matches on the sidewalk to make them move.

This store has prospered greatly in this time, and there is no doubt that its matches have helped to the result. At present, the matches sell three boxes for 10c. They are put up—here is a good hint for other stores—in a special gaudy red and white wrapper with the store's name, and the slogan, "A Quarter's Worth of Matches For 10c." They are sold from an interesting little booth, with a special attendant, which is called, "The Match Palace."

The matches bring hundreds into the store every day, many of them "regulars." There is not a question that hundreds of match customers have become store customers, and that the advertising method has paid big returns. For several years now the store has not advertised the leader at all, and, as stated the "Palace" is now located in the basement.

The interesting and unusual thing in the whole experience is that the store "stood by" the below-cost leader. Most stores don't. Most stores, consequently, never learn what the real possibilities are.

In this case, and in other cases, a lot of "bums" come to get the cheap matches. Other "regulars" develop and stick who never spend a cent otherwise in the store. This is what happens always to below-cost leaders. Soon thereafter something else happens, too—the management fails to stand the gaff. It sickens of the spectacle of hardened retail buyers grabbing stuff it sells at a loss, and buying nothing else.

The strain is too great, and soon it abandons the below-cost leader. So, if you are considering a below-cost permanent leader, you can know what you will be confronted with. There invariably are those who buy the item, and nothing else. It is hard to stand the sight of them coming smiling into the store. On the other hand, there are the big rewards for those who can stand the gaff, as the store which now buys matches by the carload demonstrates.

PROVIDE FOR ADVERTISING IN OVERHEAD

Everything in the history of good advertising goes to prove that it is not an expense to business, to be indulged in if "business warrants."

And if advertising is not an expense, then there is no reason for determining its volume by earnings in the past.

If a business is in process of being built up, advertising should be planned and paid for out of capital investment.

If a business is a "going concern," financially, then advertising should become one of the facilities provided for in overhead, and dealt with as labor, rent, light, power, and the other items of overhead, are dealt with.

HERCULES SASH CORD

Made in Canada and
used with complete
satisfaction through-
out the Dominion for
over twenty - five
years. - - -

CARHARTT

WELL MADE AND WELL FINISHED IN
EVERY WAY, OF FIRST CLASS STOCK

SEND FOR SAMPLE ASSORTMENT

GLOVES



BETSEY BROWN ELECTRIC IRON
"The Iron that Gives Satisfaction"



Stock up NOW and
be ready for the
warm weather
demand.

BURLINGTON ELECTRIC COMPANY
BURLINGTON - ONTARIO

Two Necessities in Every Garage

Prevent Accidents with a

PHENIX GARAGE DOOR HOLDER

Keeps doors from slamming. Easily
turned up or down by hand or foot.
Automatically locks itself. Equally
effective on any solid floor construc-
tion, level or pitched. No broken
headlights and bent up fenders.

No "Come back" to fear.



GARAGE DOOR BOLT

Specially designed and made
for Garages, Factories, Ware-
houses and Fire Doors.

One turn of the handle locks
and unlocks top and bottom
Bolt.

Withstands the severest ser-
vice the year round.



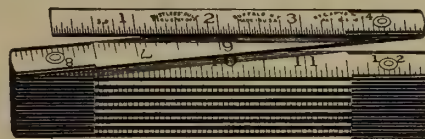
Holder No. 52

Order Them Today

Phenix Mfg. Co.

630 Centre Street
MILWAUKEE, WIS.

The "Rustless" Rule



Made of Luminoy, a special
alloy of aluminum.

Here is THE Rule every Car-
penter and Builder should have.
It won't rust, weighs little,
has brass joints, costs less than
a steel rule, yet is just as dur-

able, has large figures and ac-
curate graduation, together
with permanent legibility.

Made in lengths 2 to 8 ft.
If your dealer can not supply
you send to us for printed
matter and prices.

THE RUSTLESS RULE CO., Inc.

Lafayette Avenue

Buffalo, N.Y., U.S.A.

FREE

A PAIR OF PLIERS

FREE

THAT IS WHAT THE PURCHASER OF THE UNIVERSAL GETS WHEN HE BUYS THE WRENCH

The Latest
Development
in Wrenches.

"It can't let go
till you let it"

ASK YOUR DEALER



An adjustable wrench,
an offset wrench, a full
ratchet wrench, a pipe
wrench, a pair of pliers
all in one tool. The
best wrench value on
the market.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH CO., Limited, 2 Medbury Lane, Windsor, Ont.

Sport Goods at Toronto Exhibition

Canadian Manufacturers of Rifles and Ammunition, Fishing Tackle and Camp Goods, Radio Batteries, Bicycle, Golf, Tennis, Cricket, Baseball, Hockey, Boats and Canoes. make Splendid Display.

MANUFACTURERS of sporting goods had a most interesting display in the Sports Building, and their efforts deserved a better location, the building being in an out of the way section where it would be missed if not sought for. The growing importance of the manufacture of sporting goods in Canada and of Canada as a hunting, fishing, camping and all-round sport country was indicated by the many and varied displays.

Allcock, Laight & Westwood Co., Ltd., Toronto, had an excellent display of Beaver Brand fishing tackle, guns, ammunition and hunter's supplies, utilizing silent salesmen and display cases to show their various lines, in addition to which they featured a wax figure dressed in hunting costume and carrying a hunting pack on its back.

Burgess Battery Co., Niagara Falls, Ontario, had an attractive display of Burgess batteries and dry cells of all types. A new line shown is the new Burgess focusing searchlight which throws a beam of light 400 feet, being very convenient for use by motorists, hunters, campers, etc.

Canadian National Carbon Co., Ltd., Toronto, in their booth in the Sports Building, featured radio batteries exclusively, the new lines shown being the metal contained radio "A" battery and the metal contained 22½ volt radio "B" battery. In the "A" battery line shown were the 1½ volt 4 cell power and the 6 volt 4 cell power for use with peanut tubes. The popular sized 22½ volt tapped radio "B" battery has now been enclosed in a metal case, giving a much more substantial and rugged package. This is known as No. 766. In addition to this display, Canadian National Carbon and Prest-O-Lite products were also shown in four other sections of the Exhibition.

Richard B. Sykes, 70 Lombard St., Toronto, had an excellent display of golf supplies, footballs, cricket goods, etc., and in connection with their booth conducted an indoor golf school where visitors could test their driving ability.

Remington U.M.C. of Canada had a stand showing Remington rifles, single shot, repeating, and auto-loading, the full line of Remington ammunition being also displayed, together with a large variety of advertising material for window advertising and cut-outs for counter displays in retail stores.

Canadian Cycle & Motor Co., Weston, had quite an extensive display of bicycles and automobile skates shown in co-operation with one of their local Toronto dealers.

H. W. Cooley Machine & Arms Co., Toronto, who have been manufacturing their line in Canada for several years, showed the Cooley "Canuck" rifle in .22 calibre, which shoots short and long rifle cartridges, and the .25 calibre which shoots short and long rim fire shells. These are recommended as the ideal rifle for small game and target shooting. They also make the Cooley "Canuck Junior," made in .22 calibre only, recommended as a safe and accurate rifle for boys. Every part of these rifles is made in Canada.

Standard Silver Co., Toronto, exhibited a large showcase showing samples of the shields, gold and

silver cups in all sizes and types given as prizes in athletic contests.

Western Cartridge Co., East Alton, Illinois, had a booth in which they met their customers and distributed advertising matter.

Woods Mfg. Co., Ltd., Ottawa, had one of the largest displays in the building, showing tents of all kinds for camping, summer holidaying, and auto touring. Their line also included camp cots, chairs, tables, blankets, hunting coats, camp clothing, etc., together with a large variety of golf bags.

Wm. Croft & Sons, Ltd., Toronto, had an extensive display of fishing tackle displayed on wall panels and in silent salesmen.

Walter Bentley Co., Ltd., Niagara Falls, Ontario, exhibited a wide variety of tennis racquets, baseball bats, golf shafts, cricket goods, badminton and squash racquets. They have been making these lines in Canada for fifteen years.

The Disappearing Propellor Boat Co., Toronto; **Gidley Boat Co., Penetang**; **A. R. Williams Machinery Co., Toronto**; **Foreman Motor & Machine Co., Toronto**; **Canadian Watercraft, Ltd., Peterborough**; **Chestnut Canoe Co., Ltd., Fredericton, N.B.**; **Peterborough Canoe Co., Peterborough**; **Johnson Outboard Motor Co., South Bend, Indiana**; **Kermath Manufacturing Co. 11 Wellington St. East, Toronto**, all had extensive displays of motor boats and power equipment for water craft, rowboats and canoes of all kinds.

The Rice Lake Canoe Co., Ltd., Cobourg, in addition to a large display of canoes and watercraft, along with paddles, oars, etc., exhibited the "Viking" line of skis, toboggans, hand sleds and hockey sticks for winter sport. In addition to these they showed a line of wood specialties for the household, including step stools and ironing boards.

Radio was also included in the Sports Building, displays being made by the **Marconi Wireless Telegraph Co., Montreal**, **J. D. Ford Radio Equipment Co., Toronto**, **Gibson Radio Supply Co., Toronto**, **Canadian Radio Electric Co., Toronto**, and the **Vimy Supply Co., Toronto**.

AUTOMOBILE ACCESSORY DISPLAY

Imperial Oil, Limited, Toronto, featured Gilbert & Barker gasoline and oil handling equipment. A feature that attracted attention was an everflowing stream of oil from a half gallon measure suspended from above. Premier gasoline and Polarine motor oils were prominently displayed.

Geo. H. Broughton Co., Toronto, had an interesting exhibit containing several very useful accessories, the principle being Broughton's Blowout Boots, stop, slow and go signal system, auto beds, camp stoves and Q.D. emergency tire clips.

Champion Spark Plug Co., Ltd., Windsor, exhibited the complete line of Champion spark plugs for all makes of automobiles and gasoline engines.

S. F. Bowser Co., Ltd., Toronto, showed several types and designs of Bowser gasoline and oil pumps. The new Bowser Chief Sentry Pump assures full measure, it saves time, it pumps 20 gallons per minute.

Automotive Products Co., Ltd., Toronto, displayed the Imperial line of shock absorbers, bumpers and other accessories.

Clear Vision Pump Co., Ltd., Toronto, had an exhibit of Clear Vision Gasoline Dispensers. Model 300 is described as follows: Operator presses lever and 10 gallon container fills in 30 seconds. Operator does not require to wait until container fills, as when

Quality Radio Supplies

We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
U.S. Tool	Reliable Batteries	Marconi Wireless Co.
Murdock	Eveready Batteries	Federal Telephone Co.
Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY

62 YCNGE ST. ARCADE, TORONTO, ONT.

CANADA DUSTLESS ASH SIFTER



Saves coal. Pays for itself in a few months. Lasts a lifetime. IT IS POSITIVELY DUSTLESS.

With the present coal situation, there should be a big demand for this dustless ash sifter.

If not carried in stock by your jobber write us direct.

Manufactured only by

J. SAMUELS

275 Queen Street W.
TORONTO

YOU CAN RECOMMEND

THE POPULAR-PRICED



Common-sense
BANNER
Ash Sifter
On Merit Alone

Order from your
wholesale house or

THE BURROWS MFG. CO. TORONTO

WRITE FOR PRICES ON SUPERIOR MACHINISTS VISES



There vises are of correct design and are strongly constructed.

They are very rigid and can be used and depended upon for all accurate work. Various sizes are made, from 3" to 6" Jaw.

We also make other types of vises, both Bench and Machine, Bench Grinders, Small Air Compressors and Saw Mandrels. Write us direct or to our representatives—

A.G. & A.L. BROWN CO., MONTREAL and
DAVID PHILIP, WINNIPEG

SUPERIOR MACHINERY CO., Limited
51 York St., London, Ont.

NO PROFIT IN CHEAP PUMPS



Stock a fast selling quality pump with a worth while profit. Adopt the all metal, positive seating valve **ANTHONY TIRE PUMP** as the one pump you will push.

Specify the genuine article on your orders to jobbers. Accept no slow selling substitutes. The Anthony will pump more air—and outlast.

Examine it and you will buy it. Let us send you Illustrated Literature, Price List, etc.

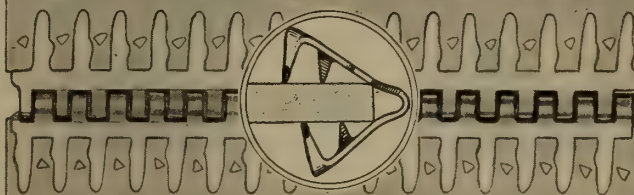
**The ANTHONY
COMPANY**

LONG ISLAND CITY, N. Y.

ALLIGATOR

TRADE MARK REG. U. S. PAT. OFFICE

STEEL BELT LACING



Are You Getting This Trade?

Alligator Steel Belt Lacing is a ready seller to the belt using trade. It has easily apparent advantages: quick, easy application; smooth on both sides; flexible; teeth clinch and bind belt fibres in equal service.

Sell standard boxes to quantity users of belting.

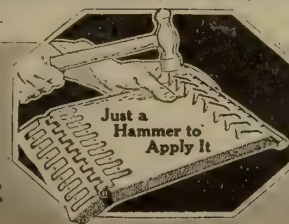
Sell "Handy Packages" to farm and small shop trade. Buy from your jobber.

FLEXIBLE STEEL LACING COMPANY

667 Lexington St., Chicago, Ill.

In England at 135 Finsbury Pavement, London, E. C. 2

"Every
Tooth
A Vise"



For Every
Size and Kind
of Belt

10 gallons enter the container gasoline supply automatically shuts off. The nozzle of hose is placed in tank of car, the lever at nozzle pressed and gasoline immediately flows—10 gallons in less than 30 seconds. There is no need to return to pump to start the flow of gasoline through the hose. Only the gasoline passing through the hose is metered—the container can be filled as often as desired and the gasoline allowed to return to the underground storage tank without affecting the meter.

Russell Gear & Machine Co., Ltd., Toronto, featured in their exhibit Billmont wrenches with interchangeable sockets. The newest addition to the line, No. 660 Heavy Duty Kit, promises to meet the demand for a kit for heavy duty purposes. Consists of 1 junior, 1 speeder, 1 ratchet, 2 extensions (6 in. and 11 in.), 1 universal joint, 1 interchangeable screw driver, 1 socket adapter and oil plug remover and 25 sockets. Russell Radio Receiving Set, No. 1400, was on exhibition as were radio parts and apparatus which they manufacture.

B. J. Coghlin Co., Ltd., Montreal, presented Lyon Resilient Bumpers for all makes of cars. Lyon Bumpers can be repeated bumped without being bent.

Dominion Battery Co., Toronto, made a very attractive showing of Reliable Radio A and B batteries, flashlights, flashlight batteries, hot spots and dry cells. Reliable Unit Cells No. 2 were introduced.

Prest-O-Lite Co. of Canada, Limited, had an interesting display of Prest-O-Lite storage batteries for radio and automobile purposes, also for farm lighting plants.

Hobbs Manufacturing Co., London, displayed many designs of Hobbs Wings for all makes of automobiles, also automobile window glass, mirrors, bathroom mirrors, memorial windows and copper store front construction.

Wayne Tank and Pump Co. of Canada, Ltd., To-

ronto, featured the Wayne Super-Visible gasoline pump, with two glass tanks which help speed up service. Several types of curb pumps for retailing oil and gasoline were also displayed. Storage tanks and air compressors completed the exhibit.

W. D. Beath & Son, Toronto, exhibited a complete line of steel barrels. They demonstrated by use of small pumps the many purposes to which these barrels can be put and how they serve to eliminate use of specially manufactured tanks for storing oil.

Canadian National Carbon Co., Ltd., Toronto, introduced the Eveready dry cell Radio "A" batteries. To meet the need for an "A" battery to be used with dry cell vacuum tubes this "Eveready" Radio "A" battery was designed. It is being made in three sizes, 1½, 3, 6, each made up of four cells especially designed for Radio purposes, put up in handsome all-metal case in attractive colors. Columbia storage batteries, Columbia pyramid brushes, Eveready radio "B" batteries, Eveready flashlights and batteries were also prominently featured. A recent development in flashlights was shown in the exhibit of the new Eveready flashlight with an adjustable range up to 500 feet.

A. Schrader's Son, Inc., Toronto, showed their line of tire valves, valve stems and pressure gauges.

Hercules Bumpers, Toronto, illustrated nine different processes in manufacture of shaping of a Hercules Bumper. The nine different processes include: spring steel, oil tempered, rough tempered, second polish, fine polish, copper plated, nickel plated, enamel backed and nickel buffed.

Philip Gies Foundry, Kitchener, demonstrated their line of gasoline and oil pumps. Several new models have been recently introduced, and these are particularly well described and illustrated in an attractive folder, which will be forwarded on request. A line of automatic air compressor units and grease pumps for attaching to ordinary barrels was also featured.



Display of Canadian General Electric Company showing Edison Mazda Lamps being made.

Answers to Your Advertising Problems

Local Newspaper Advertising Gives Best Results—Make Your Store Departments Prominent in Your Advertisements—Send Your Problems to Us.

Written for "Hardware" by FRANK H. WILLIAMS

Question—We have appropriated some money for use in advertising our hardware store and are wondering how to apportion this. How much should we use in newspapers, how much in billboards, how much in car cards and how much in direct mail advertising?

Answer—Unless you have a good sized appropriation you will find it best to use the biggest part of your advertising money in the local newspapers as this will give you a concentrated showing which will get the best results in the long run.

All the various kinds of advertising you have mentioned are good and will bring results, provided they are handled right, but where a great variety of mediums are used it is generally the case, unless the appropriation is particularly large, that there isn't enough money spent on any one medium to make a worth while showing. Newspaper advertising is the most generally used form of advertising for the hardware store and gets results because people are accustomed to looking for the announcements of local stores in the local papers. It is our judgement that unless there are some particular reasons for doing differently, it would be a good plan for you to use about ninety percent of your total advertising appropriation in the local papers and conserve the rest of the appropriation for such special advertising mediums as you may want to patronize from time to time.

Feature Your Store Department

Question—Do you think it would be a good idea to run a series of advertisements telling about various parts of the store, each ad to carry a picture of the part of the store that is written up? For instance, one advertisement might deal with the glass department, another might deal with the sporting goods department and so on. Would it be a good idea to have views of the employees in charge of these various departments in the pictures?

Answer—The answer to this question is that a series of this sort would be a good thing, if—. It all depends upon the way the thing is done, you know.

On the face of it there would seem to be a lot of interest in a series of this sort as people are always interested in photos and as people are always interested in other people it would also be a good idea to carry the views of the employees in charge of the various departments in each photo. But in putting the series over it should be remembered that pictures alone will not be sufficient, the copy itself must be snappy and newsworthy and interesting. The more newsworthy and interesting the copy is, the more successful this sort of a series will be.

There is plenty of news about the various departments of a hardware store which could be appropriately incorporated in such a series of advertisements and which would help immensely in getting the series over. For instance, in the advertisement for the glass department of the store there might be news about the various kinds of glass handled by the department and information about the kind of glass sold in the greatest quantity, etc. In the ad dealing with the sporting goods department there could be information as to the most popular sports locally judging from the sales made by the department and so on.

If the series of advertisements could be made as newsworthy

and as interesting as the feature stories which regularly appear in the papers there would be no question about its value and about its effectiveness in drawing business to the establishment.

How Agencies Help Advertisers

Question—I am up against a rather difficult problem and I don't know just how to solve it and so am coming to you for help. I am just embarking in a rather extensive advertising agency which makes a regular practice of handling gone into before, but which is thoroughly justified by the splendid increase in business at my store. The preparing of the copy for the advertisements is too much for me to do and I am going to turn this work over to someone else and the question is, should I give the work to a local advertising agency which makes a regular practice of handling retail accounts or should I give the job to a young man friend of mine who has some skill as a writer and who is crazy to get the work and who would probably pay more attention to it than the agency?

Answer—Just what should be done in this case depends quite largely upon local conditions and there is much to be said on both sides. Let us first see what is to be said favorable to both sides and then see what is to be said against each method.

The advertising agency to stay in business must deliver the goods. It must handle the advertising accounts of its clients in a way that is satisfactory and it must prepare advertisements which get business for the clients. Consequently as so much depends on satisfying the clients it is evident that the agency puts forth every possible effort to make a success of its clients' advertising. Also through the handling of many accounts and being in the thick of the retail merchandising business all the time the agency gets a great amount of experience which is invaluable to it.

The handling of your advertising by the young man who wants the work would, probably, bring you a fresh enthusiasm which would make the copy quite superior. Also the young man would probably get in more intimate touch with your business than the agency and so would be better equipped to handle your business.

But, on the other hand, where your advertising is handled by an individual only as a side line there is very little permanency or stability about the proposition. The young man may at any time get another job which will force him to give up his work for you or he may go to some other city and leave you in the lurch. Also it is a fact that by reason of his lack of experience in the advertising business he may try to put over ideas for which aren't based on good judgement.

In the long run it is probably better to have your advertising handled by a regular agency. The agency has to make good in order to continue in business and it has permanency and experience. Also if a agency handles your advertising it will not be a side line proposition but will be a bread-and-butter proposition with the agency and this will be a big help all along the line. It is nearly always best to handle a regular business a regular business way than to put up with make-shifts and side line arrangements of any sort.

Arranging For 1924 Hardware Convention

Executive Meets on Labor Day—Membership Increasing—Mutual Insurance
Endorsed—Jobbers Competition with Retailers.

Another hundred members has been added to the membership roll of the Ont. Hardware Retail Association according to the latest report made by Secretary W. F. MacPherson at a meeting of the Executive Committee of the Ontario Hardware Retail Association in Toronto Monday, September 3. Seven hundred and forty five members are now on the roll, an increase of one hundred since the last report after the Convention in February and of these only eighty two are in arrears. In addition 621 members have paid ten dollars additional for the price book service available for Association members.

Secretary MacPherson reported the results of several trips made by him in May, June and July covering portions of Northern Ontario, Western Ontario and the Niagara Peninsula, securing many new members and telling a large number of additional price services.

According to the report the Association is in an increasingly sound position and the report was adopted with enthusiasm.

In discussing the report, the benefits of Mutual Fire Insurance and the advantages of this service to members was emphasized.

"The further I look into the matter of Mutual Fire Insurance, the more sound it appears to me," said Secretary MacPherson, who gave several instances of cases where local fire insurance agents had endeavored to induce Hardware Merchants to cancel their mutual policies arguing that they were unsafe.

In one case a local agent presented a government Blue Book and tried to make his point by claiming that the name of the Canadian Hardware and Implement Underwriters did not appear in the list of registered cover. This is true as the Canadian Hardware and Implement Underwriters represent three mutual companies, each of which is registered in Canada backed up with a deposit of fifty thousand dollars each or one hundred and fifty thousand in all, making three times the financial security to insurers than if the registration was made only in the name of the Canadian Agency.

One Niagara Peninsula Hardware man who cancelled his Hardware Mutual Fire Proof Policy made a new application as soon as the circumstances were explained to him and other firms in Eastern Ontario reported making applications for Mutual Insurance after they had written to Hardware firms in Haileybury and other places who were enthusiastic regarding the treatment they had received in the payment of fire losses by the Hardware Mutual Companies.

A resolution confirming the confidence of the Ontario Association in the Canadian Hardware and Implement Underwriters was carried unanimously.

It was reported that arrangements were being made for a meeting with the Canadian Association to discuss the matter of wholesalers selling at retail following the discussion on jobbers competition at the Retail Hardware Convention last February. One member stated that the competition of jobbers with retailers in Toronto at present is a greater abuse than at

any time in the past and an instance was given of where a wholesale house made two sales of roofing paper, one sale being to one of their retail customers and the second sale being to the consumer for whom the retailer had purchased his stock.

Secretary MacPherson told of another instance where a Montreal Manufacturer of roofing cement made a sale of nine barrels at a exorbitant price to a Northern Ontario retailer: the traveller promising to canvass the district and sell the goods for the dealer but failing to do so. His firm did not recognize this verbal understanding and went to the extent of forcing the dealer to defend a suit in the Montreal Courts for payment in full for the shipment.

It was suggested that Secretary MacPherson might include in his Price Service Book, a warning to dealers against being caught on signing contracts which did not contain all of the agreement entered in to with the sale.

Plans for the 1924 convention and exhibition were discussed and a committee was given authority to complete arrangements to hold the convention and exhibition in the Toronto Armouries if the building can be secured. The date will be second week in February and Frank Stockdale, Chicago will probably be engaged as the leading speaker at the convention and Hon. Canon Cody, Toronto, as the speaker at the Association banquet.

HEAVY DUTY BROOM

Edlund Heavy Duty Brooms have been placed on the market by the Canada Broom Co. 102 Nazareth Street, Montreal. This broom consists of a handle and a broom "filler" which is held in place by a locking arrangement. When a filler wears out a new one can be inserted at much less cost than ordinary new broom.

NEW PERFECTION STOVE PRICES

The Perfection Stove Company, Ltd., Sarnia, Ont., under date of September 1, have issued a new price list, giving the new season's quotations on their oil cookers and heaters. In general most of the lines show a lower price of about one dollar, as compared with last year's prices.

SKATE STRAP PRICES

The approach of fall brings inquiry for winter lines, among which sporting goods are prominent. Skate strap prices are out and show the following quotations: 18-inch straps, \$1.05 a dozen pairs; 21-inch, \$1.55; 24-inch, \$1.60; 30-inch, \$2; 36-inch, \$2.30.

NEW ELECTRIC LAMPS

The Westinghouse Company have brought out a new incandescent lamp in 25, 40 and 60 watt sizes, which wholesale at 22½ cents each, in case lots.

COOEY CANUCK RIFLES

Give Your Customers
Real Rifle Value

Sell Them The
COOEY
"CANUCK" *

.22 or .25 Calibre
Single Shot --- Turn Bolt Action

An accurate hardhitting .22 or .25 calibre rifle made of highest grade government-inspected materials and built to stand hard knocks and rough usage. .22 Calibre shoots shorts, longs and long rifle cartridges. .25 Calibre shoots any standard make short or long rim fire shells. Eight grooved barrel of finest manganese steel, genuine oiled walnut stock. Safety half cock feature on bolt prevents accidental discharge. Special Watson "White Spot" sight gives accurate aim in any light. Easily taken down for carrying. Weight 3½ to 4 lbs. Fully guaranteed. The ideal small calibre rifle for farmers, trappers and sportsmen. Retail selling price anywhere in Canada \$8.75. Delivered to your store at a price that enables you to sell to your customers.

—at a **NET**
PROFIT of 30%

*NOTE—Cooey "Canuck" and "Canuck Junior" Rifles are made in Canada throughout. Every part from the raw material to the finished product is made by Canadian workmen in a Canadian owned and controlled factory. No excessive duty or carrying charges are included in the price of these rifles. Every cent we ask represents a fair charge for actual material and skilled workmanship that go into their make-up. Consequently your customers get real rifle value.

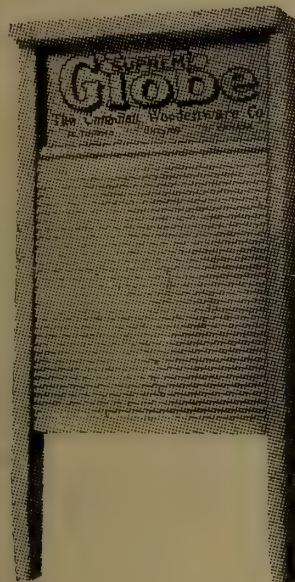
If your Jobber
or Wholesaler
cannot supply
you, order
direct from us.

Estab.
20
Years

Write for Descriptive Literature
and Trade Prices.

H. W. Cooey Machine & Arms Co.
313-321 Howland Ave., Toronto

COOEY CANUCK RIFLES



*"We Lead Because
We Specialize"*

OUR LEADERS

The Supreme Globe
and
The Canuck Glass

Other Brands

Enamel, Brass, Zinc
and Metal Rubbing
Surface Washboards.

For quality and selling appearance, the best
on the market. When buying, specify our
Brands.

The Canadian Woodenware Co.

St. Thomas, Ontario

Branches of Supply:
Winnipeg: 57 Victoria Street, ROBINSON & WEBBER, LTD.
Representatives.
Montreal: Shaughnessy Bldg., W. CLAIRE SHAW & CO., Repre-
sentatives.



"Tip Top" Mops

FLAT, OHIO-STYLE, YACHT
AND DISHMOPS

We use a better grade of
cotton!

That is why our mops are
the best—besides every part
is

"MADE IN CANADA"

*Prices and discounts quoted
on request*



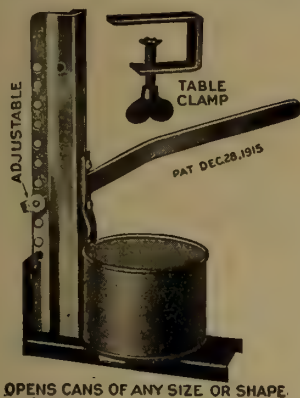
WE ALSO MANUFACTURE

Cotton Waste, Wiping Cloths
etc.

CANADIAN COTTON & WOOL WASTE CO.

365 Aqueduct St.

Montreal, Que.



OPENS CANS OF ANY SIZE OR SHAPE.



Ladd Egg Beater Philosophy

PROFITS SHOULD BE THE REWARD
FOR EVERY COMMERCIAL TRANS-
ACTION. This fundamental inspired us to
build and market LADD BEATERS 12 years
ago. Up to then Egg-beaters sold for 10-15
cents generally; no profits rewarded dealers.
Generally now 50 cents is about average
price and of course SUITABLE PROFITS
are attached—a big jump to something

reasonable from nothing. DO NOT FORGET that United Royalties
Corporation is responsible for every SUITABLE PROFIT IN THE EGG
BEATER BUSINESS today and that your stocks of

LADD BEATERS—4 Sizes

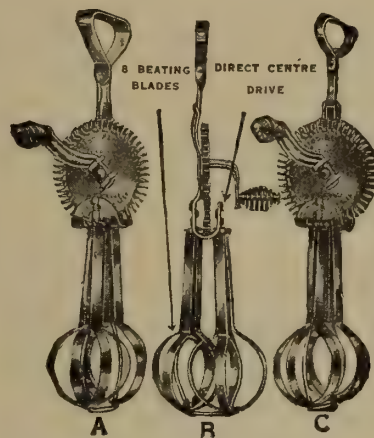
insure this condition for the future. They are planned and made with
this end chiefly in view and SELL EASIER than the knick-knacks.

FALL BUSINESS IS WHAT YOU MAKE IT. Live, confident
merchants will find it the BIGGEST EVER. ORDER AT ONCE AND
SPECIALIZE ON LADD BEATERS (4 sizes)—the prime PROFIT
MAKERS.

JOBBERs the world over and US.



Ladd
Mixer-Churns



Saturn Clothes-
Line Reels

UNITED ROYALTIES CORPORATION, 1133 Broadway, New York

Canadian Sales Representatives:— G. S. WHITAKER & CO., 8 Colborne Street, Toronto

Demonstrate Appliances in Store Window

Frank B. Rae Jr. tells how Royal Vacuum Cleaner Salesman Attracts Wide Attention by Window Demonstration—Selling the Crowd by Acting Your Story.

THE right sort of window demonstrations are profitable 95% of the time!

They are used with telling effect by many of those in the trade to whom we are accustomed to look for leadership.

The first requisite of such a demonstration is an attractive window setting, the second is a plot or scenario, for the demonstrator to follow; the third is a skillful operative; the fourth is a sidewalk audience of actual buying power—not a mere crowd.

As in most sales activities, the question of success or failure rests with the demonstrator. It is obvious, therefore, that the person chosen for this work should be well understood, so that the employer may judge and helpfully criticize the demonstrator.

Probably the best window demonstrator in the household electrical appliance field is Mr. G. C. Ward, of the Continental Electric company, Toronto, who has raised the "silent drama of the display window" to something closely approaching real art. By this we mean that he has brought intelligence, study and practiced skill as an actor to bear upon the problem. He appreciates that his purpose is not merely to entertain loafers who are always willing to stop and gape, but rather to interest and convince people of brains, people with money in their purses and pockets—the class of people, in short, to which the high grade store caters.

The windows used for demonstration, says Mr. Ward, should be furnished very simply. In his own work with the electric vacuum cleaner he employs a large rug, a single wicker chair with deep cushions, a demonstration board showing the complete set of cleaner attachments, an easel upon which explanatory cards are placed—that on that depends success," is Ward's dictum.

is all, except that walls are hung with demonstrator must *snap* from one to the

The first step in the demonstration is to gather a crowd. When Mr. Ward enters the window, he does not at once begin his formal demonstration; instead he scatters confetti on the floor and whisks it up, rearranges the furniture, smiles at the first few who stop, and tries to establish the friendly interest of the gathering crowd.

Now, right here let us appreciate what is meant when he says "enough people to make a demonstration worth while." Sometimes a single spectator is worth playing to. If the operator can attract the interest of just one housewife who is a real prospect, it is worth while to start the demonstration. "Let her know that you are 'playing to her' and that the demonstration is for her individual benefit. Remember, it isn't the *crowd* but the *prospects* in that crowd, that you are working to convince," says this expert.

"Nothing is more important in the technique of window demonstrating than the alertness, self-confidence and absolute sincerity of the operator," says Ward. But this must be spiced with good nature and an attitude of friendliness. The "frozen face" of Buster Keaton is fatal in demonstrating; on the other hand, one must not let the audience get the impression that the operator is a charlatan. "Convey to the audience that you are keen, competent, friendly, and absolutely sincere; next. This means actual practice in changing cards, so that it will be done with skill and dexterity. For remember the crowd in front of a demonstration window looks upon it as an entertainment and any awkwardness or crudity of the performance stamps the operative as being in some degree incompetent. On the other hand, a sure, skillful and finished performance wins approval. Folks say to themselves, "This chap knows his business," and their confidence, respect and interest are increased.

"Do not hurry," says Mr. Ward, "in the effort to 'make it snappy.'" There is a difference between a sketchy, hurried demonstration and one which is skillful, neat and quick. In removing the bag, for example, the vacuum cleaner demonstrator must do it with one sure movement and then learn to make that single movement more rapidly; he must not snatch at the connection and give it two or three jerks till it comes loose. Or in connecting the hose to demonstrate the attachments, it is better to do it slowly in a single motion than to fuss and rattle at the connection in an effort toward speed. Speed in demonstrating—especially window demonstrating—should always be the result of practiced skill.

A certain amount of exaggeration is necessary in window demonstrations where the explaining is done by pantomime instead of words. Thus, in showing the advantage of the special cord support, the demonstrator first loops the cord easily and gracefully and places it in position—then steps back and smiles approval. Next, he unwinds it and proceeds to show how the other support is made use of by using a finger of his left hand for the lower hook and winding the cord up by exaggerated motions.

Facial expression plays a large part in keeping the crowd interested. "Avoid a set grin, but be quick to smile," is a rule that should be remembered. The smile should always come at the successful conclusion of each point, indicating that the demonstrator himself is pleased with the performance. For example, when Ward does the "stunt" of lifting ten silver dollars on the nozzle of his cleaner by the suction force of air alone, his expression is serious as he performs the feat, and then, when he holds the machine up with the coins clinging all along the nozzle, he smiles broadly at the crowd and at the cleaner which has done its trick so clever-



Point to each card separately so that your audience is sure to read and understand the feature you are about to demonstrate.



For variety and interest, hold some of the cards by suction while indicating and exhibiting an attachment.



Right—At the conclusion he "buys" the cleaner with a \$5 deposit.



As you complete each act of your demonstration, signal your success and satisfaction by a smile.

ly. Or, when he demonstrates the attachments by removing dust and chalk from his own clothes, he first gazes seriously and doubtfully at the mess he makes when the dirt is rubbed on, suggesting by his expression that he is not at all sure whether it's going to come off. Then, when the dirt disappears under the nozzle, his expression changes from doubt to surprise, and finally to satisfaction and real pleasure.

"For remember," says Ward, "the big

idea to convey by pantomime is that the prospect who watches you through the plate glass window will receive satisfaction and pleasure through the results her appliance gives when she owns it."

And that brings us to the climax of the window demonstration—the sale. Too many demonstrations are merely demonstrations of the performance of an appliance or article. This, of course, is excellent, but it does not go far enough. Before any demonstration actually succeeds it must make sales for the store. How can this be done?

Mr. Ward carries his window performance to its logical conclusion, as our illustrations show. He not only gives a snappy, keen, skillful, interesting and good-natured exhibition of his vacuum cleaner's abilities and qualities, but he brings the prospect right up to the point of laying down money for the first payment.

When he comes to the card, "You can Buy on Very Easy Terms," he reaches into his pocket, takes out his pocketbook, and extracts a five dollar bill. He weighs the cleaner and the small sum either hand, then he kisses the five good-bye, drops it upon the chair, smiles with complete satisfaction and, carrying his cleaner, steps from the window. The crowd knows that he is "sold" and because of his obvious sincerity, they are sold also.

Just one word more from Mr. Ward: "In demonstrating in a window, do not be afraid to talk out loud. The audience does not hear you, but from long attendance at moving pictures, most people follow the sense if not the actual words of the silent drama. The movement of the



Rubbing dirt on your clothes and then cleaning it off shows that you are "not afraid to take your own medicine."

lips aids in expressing your ideas and makes the demonstration real and life-like instead of dumb show. Talk to your people through the glass exactly as though they could hear you."

The value of window demonstrations, we all realize, depends almost wholly upon the skill of the demonstrator. These pictures show how Mr. Ward performs so successfully. Almost any willing salesperson can do as well by an earnest attention to the principles of his technique—and practice.

Insurance on Your Dwelling

How about it?

Are you aware that it can be written in THE CANADIAN HARDWARE & IMPLEMENT UNDERWRITERS at a 50% saving over old line rates.

A three year policy at 2 times the annual premium with a 50% dividend makes a pretty smooth saving.

Tenant Dwelling Property

and property which you own outside your hardware business can also be written by our company in Class "C" at a 30% saving.

Canadian Hardware & Implement Underwriters

C.L. CLARK, Manager

802 Confederation Life Building

WINNIPEG, MAN.

Alberta
C. W. ATHEY
504 MacLean Bld.
Calgary

Manitoba
I. E. FAIRCHILD
802 Conf. Life Bld.
Winnipeg

Ontario
F. A. MARTIN
P.O. Box 137
Colborne

Quebec
ALFRED BRUNELLE
1046 Van Horn Ave.
Montreal

Saskatchewan
A. E. ATHEY
2329 Montreal St.
Regina

RELIABLE
TRADE MARK

FLASHLIGHTS & BATTERIES

"Lively and Lasting"

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ONTARIO

Belleville—The Marvel Equipment Co., of Canada Limited has been incorporated with a capital of \$40,000 and will manufacture gasoline and oil pumps.

Belleville—The Marvel Equipment Co. of Cleveland, manufacturers of gasoline pumps, will locate their Canadian branch here.

Brampton—C. F. Brady will commence a hardware business.

Collingwood—Operations have been commenced for the erection of a factory by the Canadian Postel Lock-Nut & Mfg. Co.

Elmira—On the occasion of the Old Boys' Reunion a souvenir booklet was issued in which there appeared illustrations and descriptions of the hardware businesses conducted by M. Weichel & Son Ltd., and Klink's Hardware.

Ca't—H. A. Willson of Anthes Foundry is on a trip through Western Canada.

Guelph—Guelph Specialty Co. Ltd., has been incorporated with a capital of \$40,000 to manufacture tools, etc.

Hamilton—F. W. Norton has been appointed superintendent of the plant of Duro Aluminum, Ltd.

Kenora—Hansen Bros. Hardware commenced.

London—Employees of the Empire Brass Mfg. Co. and the London Rolling Mills held a joint picnic recently at Port Stanley. Nearly 3000 attended the outing.

Niagara Falls—E. P. Grobb of the Dominion Chain Co. is on a business trip to Western Canada.

Ottawa—Plaunt's Hardware Store, damaged by fire.

Owen Sound—Arrangements have been made by The Owen Sound Stove & Furnace Co. Ltd., to manufacture and sell in Ontario and Quebec the Booker Double Burner Heater for burning soft coal.

Sarnia—Employees of the Imperial Oil Refineries Ltd., recently held an outing at Bayview Park. About 4500 took part in the proceedings.

Simcoe—J. H. McNichol has purchased hardware business formerly operated by Rutherford & Kayser.

Toronto—G. W. Hague, has been appointed sales manager of the National Electric Heating Co. Ltd., Mr. Hague was formerly with the Canadian General Electric Co. Ltd., in charge of sales for the Hotpoint division of that company.

Toronto—The Thornton-Smith Co. Ltd., have been incorporated with a capital stock of \$500,000 to deal in building supplies and materials, furnishings, fixtures, etc.

Toronto—Elliptic Auto Light Ltd., has been incorporated to manufacture accessories with a capital of \$1,000,000.

Toronto—Canadian Oil Refineries Ltd., has been incorporated with a capital of \$40,000.

Toronto—Members of the commission which will govern the licensing of electrical contractors and journeymen are as follows:—G. F. Price, city architect, P. G. Gaston of the Hydro Electric inspection department; G. A. Summers, of the Electrical Workers Union and H. Rohler,

electrical contractor. The commission will commence to operate October 1st, and will have authority to license all electrical contractors and journeymen electricians.

Windsor—Arrangements are being made by Canadian Roofing Mfg. Co. to rebuild their plant which was destroyed by fire.

NOVA SCOTIA

Dungannon—Thos. Smiley purchased hardware business of Whyard & Son.

L'Epiphanie—Damage by fire to hardware store of J. E. Majeau.

Liverpool—Damage by fire to hardware stock of J. C. Hemeon Ltd.

BRITISH COLUMBIA

Vancouver—R. A. McCallum and Alex McCallum have purchased the hardware business of W. R. Owen and will in future conduct the business under name of McCallum's Hardware Limited.

SASKATCHEWAN

Mirro—H. W. Panabaker, general store, commenced.

Sutherland—S. A. Kredba, hardware, stock recently damaged by fire.

Veteran—The Slough Hardware was recently destroyed by fire.

Watta—N. H. Lund, hardware, commenced.

MANITOBA

Crestwynd—D. J. Pells adding line of hardware goods.

Winnipeg—A. Wachmuth has been appointed sales manager of Western Steel Products Limited.

Winnipeg—S. McKellan has joined the staff of the Thomas Davidson Mfg. Co. Ltd. He was formerly associated with hardware dept of Hudson Bay Co. Calgary, Alta.

Winnipeg—D. Corbett, formerly associated with the Glidden Co. has joined the staff of Miller-Morse Hardware Co., Winnipeg.

NEW CARPET SWEEPER

The Sterling line of carpet sweepers are being introduced by The Stratford Manufacturing Co. Limited. Sterling carpet sweepers have an all-steel frame, with oak finish and a tapered thread to the handle, the advantage being that as the handle tires out it makes provision for still more thread, insuring a good handle for the life of the sweeper. The corners of the machines are protected with rubber to prevent injury to furniture. Each sweeper is fitted with disc wheels with oilless bearings.

The "Queen" line of carpet sweepers are also being manufactured.

NEW LINE OF MOPS

The Canadian Cotton and Wool Waste Company, 365 Aqueduct St., Montreal, are offering the Hardware trade a line of "Tip-Top" Mops in various styles. The accompanying illustration shows the construction of the dish mop and the yacht mop, the dish mop being made in four sizes for cleaning dishes, washing bottles, etc., the handle being 10" to 15" long and

the cotton from 5" to 3" long, retailing from 10c to 20c each. In the Yacht Mop, the handles are from 48" to 60" long and the cotton from 7½" to 16" long, made in eight sizes, retailing from 35c to \$1.25. The cotton yarn is permanently attached to the wooden handle and can be used



either as a wet mop for washing floors, windows, etc., or as a dry dusting mop or an oil polishing mop. "Tip-Top" flat and Ohio style mop heads are also made in four different grades of cotton and every part of the "Tip-Top" line is made in Canada.

WIZARD KNIFE HOLDER

Geo. P. Reuhl, 275 King St. E., Toronto, is introducing in Canada the Wizard Knife Holder, retailing at 50c. The holder is made to hold a Safety Razor blade, which when dull, can be replaced with another blade in a few seconds time, a guard being attached to protect the blade when not in use. The "Wizard Knife" should have a wide sale amongst office workers and mechanics, as well as in the household, the blade as mounted being suited for a thousand uses, such as cutting paper, threads, ripping seams, scraping paint off glass, woodwork, and similar uses.

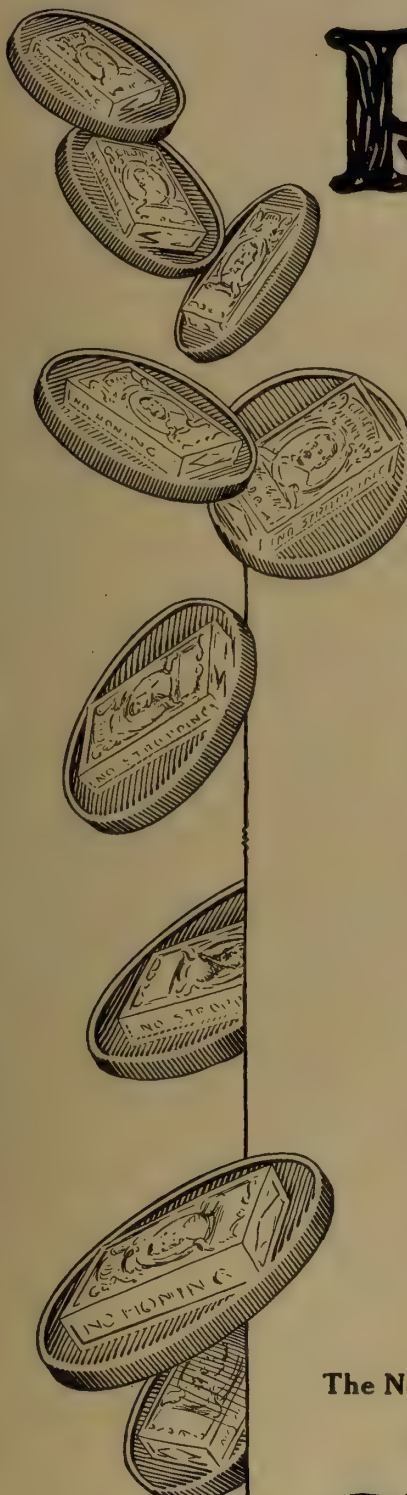
EDISON MAZDA BLUE BOOK

The Edison Lamp Works of Canadian General Electric Co., Limited, Toronto recently issued the 1923 edition of the Edison Mazda Blue Book. The book contains about 78 pages of reading matter and illustrations exceptionally well printed in heavy watered stock.

Complete information is supplied in regard to their Lamp Campaign for this year. In addition to advance information regarding their own advertising considerable space is devoted to advertising, merchandising ideas window display suggestions and much valuable information for the hardware dealer.

In preparing the Edison Mazda Blue Book it has been endeavored to depart as far as possible, from the usual practise of presenting a catalogue portfolio of advertising effort. It has been felt that the real purpose of advertising has been, too often submerged in a mass of generalities, which has left the sales force and the trade without definite direction and with nothing but the generally accepted estimate of advertising on which to pin their faith. This book has, therefore, been designed to give dealers a clearer and more reasonable conception of the function advertising performs, and to show them how to use it more effectively as a supplement to their personal effort.

It furnishes complete advance outline of advertising plans for the season and should enable them to conceive the plans and policies in their entirety. It places in the hands of every dealer a comprehensive fund of information and good suggestions. It has been prepared to help raise the standard illumination in Canada. If you have not received your copy advise the Canadian General Electric Co. Ltd., Toronto.



Real Dollars!

Gillette blades are real dollars—ready money always!

They can never become dead stock.

And there is no article in your store that enables you to turn over your investment more often—nor with more certainty.

There is nothing that can bring you larger returns from the small display space occupied.

A man buys Gillette blades when he thinks of them. Help him to think of them in your store

A few packages of Gillette blades on display at your different counters, wherever the cash comes in, will stop up many an odd dollar that might go on its way down the street.

The New Improved
\$5.00

The Brownie Gillette
\$1.00

Gillette
SAFETY MADE IN CANADA **RAZOR**
TRADE MARK **Gillette** KNOWN THE WORLD OVER

GILLETTE SAFETY RAZOR CO., OF CANADA LIMITED
MONTREAL, QUE

HARDWARE MARKET SITUATION

Conditions at the beginning of the fall of 1923 indicate that business will expand moderately during the autumn and winter months. And so far the Canadian situation is living up to this prophecy.

Money is cheap; crops are good, though not so excellent as we were led to believe earlier in the season; and production, industrially, is more than good. The calling off of the coal strike should help abundantly in settling the minds of our people, and indirectly lead to more sane and safe trading.

In Ontario there is developing a revival in industry these past few weeks that undoubtedly will help toward better collections. Collections are reported by jobbers and retailers as showing plenty of room for improvement, but quite a bit better than reported at the beginning of August.

The customs' returns show that our business is expanding, the increase in revenue in that department in August amounts to \$1,096,000.

Price changes have been many. There are a number of declines, but the tendency is more upward.

The year has been a good one for the sale of rope, despite the fact that the price was recently reduced. Binder twine sales in the west have been much in advance of last year.

Iron and steel prices are a little easier in the basic pigs. Semi-manufactured lines, however, have risen. Production has been much greater this year, and there is said to be fairly large quantities in manufacturers' hands. Plates and sheets, however, have not been made in larger quantities than demand warranted, and in consequence there is a little higher price asked.

A new list of extras on steel and iron bars has been put into force in the United States, and prices across the line for small sized shapes are somewhat higher. This list has been introduced into Canada and may become generally used.

Aluminum, antimony, tin and spelter are down about a cent a pound.

Competition has tended to bring about a lowering in some building and roofing papers, more especially in second grade materials. While these building materials show declines, tools on the other hand are showing upward trend.

Varnishes are tending upward, but turpentine and linseed oil are decidedly low in price.

The introduction of the eight-hour day in the steel mills of the United States is expected eventually to bring about an increase in some all-metal commodities. A shortage of wire nails developed across the border, due it is said, to the increase in buildings in all parts of the country, but the high prices asked for building have delayed some plans, and nails and building metals are becoming free again.

A number of recent price changes follow:

DECLINES

Rope—Manila and sisal rope prices have declined about two cents per pound within the past month. Pure Manila basis now is 20 cents, Beaver Manila 18½ cents, New Zealand hemp 18½ cents, sisal, 16 cents, single lath yarn, 16 cents, and double lath yarn, 16½ cents. Cotton rope, 54¼ cents a pound.

Sash Cord—In company with rope prices sash cord is now lower by some seven cents a pound.

Awning Cord—Down. White, \$2.55 for 3½, and \$3 for drab.

Cotton Clothes Lines—Declined to \$4 a dozen for Star braided lines.

Wiping Cloths—A re-adjustment has been made in these prices. White wipers are at 19 cents and colored at 15 cents per pound.

Wooden Chopping Bowls—New and re-adjusted prices. No. 13, round bowls are now at \$8.00 per dozen, and oval bowls are at \$19.75 a dozen.

Soles and Heels (Leather)—Declined about 15 cents per roll. Dry fibre, No. 2, is now at 65 cents, and tarred fibre, No. 2, at 85 cents. Tarred felt is also down in price 30 cents to \$3.45, and carpet felt to the same figure.

Roofing Materials—Some lines of ready roofings have been reduced about ten cents per square. Roofing pitch is down \$1.70 per hundred pounds for first quality.

Hack Saw Blades—Revised list showing higher discounts has been made on the Milford, Star and Victor blades.

Universal Food Choppers—Decline noted on some of the larger sizes.

Old English Floor Wax—Down 15 cents per pound.

Favorite Files—Now at 20-10-10 off.

Seine Twine—Down to 14 cents a pound.

Candle, Lamp and Stove Wicks—Declined about 10 cents a pound.

Soldering Sets—Down. Now \$2.10 a dozen.

Scales (Burrow, Stewart and Milne make)—Declined by increasing discount from 10 to 20 per cent.

Post Hole Augers—A decline noted in Vaughan make of almost \$3 a dozen.

Aristocrat Laundry Tubs—Down 50 cents each.

ADVANCES

Wood Faucets—An advance has been made of about 10 per cent. on the common varieties of wooden faucets. No. 8 are at \$1.70 a dozen, No. 6 at \$1.40, and No. 4 at \$1.15.

English Chisels—An advance has been made on Howarth's make of chisels, planes and gauges. The one-inch size chisels are now at \$31.75 per dozen for plain, and \$5.50 for bevelled. The two-inch size is at \$8.80 per dozen for plain and 12.35 for bevelled.

Canada Plates—Higher. The advance amounts to from 15 to 20 cents per box over the prevailing price of

a month ago. Tinplates, too, are now at much higher prices, the advance in some cases amounting to a dollar a box.

Maydole Hammers—An advance is reported on some of the Maydole make of hammers.

Liquid Veneer Mop Swabs—Now \$10.50 a dozen and \$12 a dozen for Victory swabs.

Paint Brushes—New lists issued showing advances of five per cent. on short bristle brushes and ten per cent. on long bristles of oval and wall use. Simms' make are at 75 and 10 off their list. Meskins, 30 off.

Varnishes—Pratt & Lambert and Berry Bros. have advanced many of their varnish lines 25 per cent. above early summer prices.

Glass Cutters—Advanced to \$2.65 a dozen.

Egg Beaters—Dover brands. Higher. Now at \$2.10 a dozen for small size.

Glue Pots—An advance is noted on tinned pots. No. 1 size is now at \$1.90 each.

Wire Fencing—Advanced about 25 cents a hundredweight.

Steel Square (Sargeant)—Up 5 per cent.

Abrasive Wheels—Lowered discounts. Now 55 off.

Magnolia Metal—Up 2 cents a pound to 31 cents.

Stewart Horse Clippers—New season's prices advanced some 10 per cent. above this year's quotations.

Dodge Wood Split Pulleys—Advanced by lowering discount to 15 per cent.

Carpenters' Pencils—Higher prices on Dixon makes.

Boxwood Levels and Brass Rules—Higher.

Peck Stove and Wilcox Braces—Advanced 15 per cent.

Lantern Burners—Advanced 10 cents a dozen to \$1.60.

Lantern Globes—Up 20 cents a dozen.

Lamp Chimneys—A big advance has been made in lamp chimneys of about 33½ per cent. Prices, however, include the cases.

Roller Skates—New and higher prices. Union No. 3 now at \$1.05 a pair.

Butcher Knives and Steels—Higher prices.

Coal Oil—Up a cent to 19 cents a gallon.

FAST SELLING SIDE LINE
WANTED—SALESMEN TO SELL THE
 "Wizard"—a knife of a Thousand Blades. A neat holder (with guard) using safety razor blades as cutting edges for cutting, scraping or other uses. Popular Priced. Saleable to all classes of merchants and usable in Every Home and Business. Write for proposition to Geo. P. Reuhl, 275 King street east, Toronto.

SALESMAN WANTED
YOUNG ENERGETIC SALESMAN FOR
 import house, one of Scandinavian nationality or descent preferred. For city work and eventual travel from coast to coast. Splendid opportunity for right man not afraid of hard work. State particulars. Address Box W.L., "Hardware," 8 University avenue, Toronto.

BUSINESS FOR SALE
HARDWARE AND IMPLEMENT BUSINESS
 for sale in live town in Saskatchewan wheat belt. Good building and clean stock. \$10,000 will swing the deal. Terms arranged for part of purchase price. Write Box M.S., Hardware, 8 University avenue, Toronto.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

Toronto, Sept. 12, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 24c.
Antimony—Per pound, 8½c.

Brass—Sheet, base, 37c; rods, base, ½ to 1 in., round, 32c; tubing, seamless, base, 42c. Discount, 10 and 5%.

Copper—Casting ingot base, 18c; bars, under 2 inch, 40c; soft sheets, plain, 16 oz. and heavier, lb., 45c; plain sheets, tinned, 16 oz. and heavier, lb., 58c; polishing sheets, 16 oz. and heavier, lb., 50c; tubing, 46c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher. Discount on these 10 and 5%.

Coppers, Soldering—Base, 4 to 8 lbs., 42 cents per lb.; 3-lb., 43c; 2½-lb., 44c; 2-lb., 46c; 1½-lb., 49c; 1-lb., 53c per lb. F.o.b. Toronto, Hamilton.

Iron and Steel—(New list)—Pig iron, per ton, \$33.30; steel bars, \$3.75 per hundred pounds; bands, 3/16 inch and lighter, \$4.50; hoops, 20 gauge, lighter than one inch, \$6; heavier, \$5.50; shapes, smaller than one inch, \$4. Cold rolled steel, round, \$4.15; flat, square and hexagon, \$5.75; sleigh shoe steel, \$4.15; tool steel, high grade, \$30; drill steel, \$18.50. Base black, \$5.75; blue, \$4.60; crucible cast sheet, \$35. Base list on plates—¼ inch and heavier, \$4; 3/16 inch, \$4.40.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$8.25 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 11¼c per lb. Cut sheets to size, 1c extra.

Sheets, Blue Annealed—10 gauge, \$4.70 per 100 lbs.; 12 gauge, \$4.80; 14 gauge, \$4.85; 16 gauge, \$4.85.

Sheets, Black—18 to 20 gauge, \$5.20 per 100 lbs.; 22 to 24 gauge, \$5.25; 26 gauge, \$5.30; 28 gauge, \$5.40.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$7.00 per 100 sq. ft.; 26 gauge, \$7.50; 24 gauge, \$10; 22 gauge, \$12.50; 20 gauge, \$14; 18 gauge, \$19; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Queen's	Fleur-de-lis
28 gauge, per 100 lbs. \$7.50	\$7.25
26 gauge, per 100 lbs. 7.10	6.85
24 gauge, per 100 lbs. 6.80	6.55
22 gauge, per 100 lbs. 6.65	6.40
18-20 gauge, 100 lbs. 6.50	6.25

Apollo
10½ oz., per 100 lbs. \$7.25
28 gauge, per 100 lbs. 7.05
26 gauge, per 100 lbs. 6.85

24-22 gauge, per 100 lbs. 6.65
20-18 gauge, per 100 lbs. 6.35
16 gauge, per 100 lbs. 5.90
14-12 gauge, per 100 lbs. 5.75

Plates (Canada), per box—

Ordinary \$5.85 \$5.70 \$5.60
Blued 6.15 6.00 5.40
Blued and oiled. 6.25 6.10 6.00
Polished 7.05 6.90 6.80
Welsh polished 7.55 7.30

Plates (Coke Tin)—IC, 20x28, 112 sheets, \$16.00; IX, 20x28, 112 sheets, \$18.50; IXX, 20x28, 56 sheets, \$10.50; IXXX, 56 sheets, \$11.50.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$9.50; IXX, 20x28, 56 sheets, \$11.

Plates, Terne—IC, 20x28, 112 sheets, \$16.

Spelter—Per pound, 9c.

Tin—Ingots (100 lbs.), per lb., 46c.

Zinc—Sheet, per lb., 13½c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$11.35 for standard and \$13.13 for extra heavy. Net prices.

Boiler Tubes—1 inch, seamless, \$22; lapweld, \$19.50.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Dampers (Stove Pipe)—Standard sheet iron, 6 in., \$1.45 a dozen.

Fittings (Malleable) — Discounts, 63%.

Fittings—Cast iron, standard, 10%; extra heavy, 10%; bushings, malleable, 15%; unions, 30%; flanged unions, 10%; plugs, cast iron, solid, counter-sunk, all at 10%; couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 45%; 4½ and larger, 35%; long, 4 in. and under, 50%; 4½ in. and larger, 40%; running thread, 4 in. and under, 25%.

Oakum—Navy No. 1, spun, 7.50; unspun, \$7; plumbers', \$3.20 per cwt.

Packing — Fine jute, 15c a pound; coarse, jute, 11c; hemp, 26c; square braided hemp, 28c; No. 1 Italian, 31c; No. 2 Italian, 24c.

Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
¾ in.	6.00	8.00		
¾ in.	4.32	6.30	7.56	9.60
¾ in.	4.32	6.30	7.56	9.60
¾ in.	5.53	6.97	7.82	9.35
¾ in.	6.79	8.40	9.55	11.27
1 in.	9.69	12.07	13.77	16.32

1¼ in.	13.11	16.33	18.63	22.08
1½ in.	15.68	19.53	22.28	26.40
2 in.	21.09	26.27	29.97	35.52
2½ in.	33.35	41.54		
3 in.	43.61	54.32		
3½ in.	56.12	69.00		
4 in.	66.49	81.75		

Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
2 in.	24.42	29.60	33.80	38.85
2½ in.	36.27	44.46	50.31	59.09
3 in.	47.43	58.14	65.79	77.27
3½ in.	57.04	69.92	79.12	92.92
4 in.	67.58	82.84	93.74	110.09
4½ in.	78.74	96.52	1.14	1.33
5 in.	91.76	112.48	1.33	1.55
6 in.	1.19	1.46	1.78	2.02
7 in.	1.55	1.90	2.21	2.62
8L in.	1.63	2.00	2.33	2.75
8 in.	1.87	2.30	2.68	3.17
9 in.	2.23	2.83		
10L in.	2.14	2.62	3.04	3.58
10 in.	2.76	3.38	3.91	4.61

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 65 and 5 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 50 and 10 per cent. This discount also applies to outlets, tubes, strainers, cut-offs and hooks.

Pipe (Lead)—14½c a pound. Waste pipe, 15c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 20%; 4 in., 25%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 37½%; 8 in., net.

Pipe (Stove) — Net; elbows, black and galvanized, net; thimbles, 50 and 7½%.

Elbows (Stovepipe)—Light, No. 6, \$1.75 a dozen; No. 7, \$2.00.

Registers—Warm air, japanned and common oxidized, 35% from standard list.

Solder—Wire, 38½c a lb.; strictly 31½c; commercial, 28¼c; guaranteed, 33c; wiping, 31c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 65 and 5%. O. G. round and half round, \$1 per hundred feet extra.

Valves — Globe, angle and check (standard), 10%; J.M.T., plus 5%; J.M.T. "C," net; J.M.T. gate valves, 12% and 10%; Jenkins' gate or straightway, 11% plus; Jenkins' Globe, 15% plus; radiator valves (standards and removable disc), 58%; Emco check valves (standard), 23%; Emco J.D. rad. valves (screwed), 28%; Emco swing check valves, ¾ and ½ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot—1¼ in., blk. 72c, galv. \$1; 1½ in., blk. 88c, galv. \$1.25; 2 in., blk. \$1.20, galv. \$1.75.

Washers, Wrought — Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.— $\frac{1}{4}$ in., \$28; $\frac{5}{16}$ in., \$34.40; $\frac{3}{8}$ in., \$22.80; $\frac{7}{16}$ in., \$21; $\frac{1}{2}$ in., \$19.60; $\frac{9}{16}$ in., \$18.80; $\frac{5}{8}$ in., \$18.60; $\frac{11}{16}$ in., \$18.40; $\frac{3}{4}$ in., \$18.20; $\frac{13}{16}$ in., \$18; $1\frac{1}{16}$ in., $1\frac{1}{8}$ in., $1\frac{1}{4}$ in., $1\frac{5}{16}$ in., \$18.90; $1\frac{3}{8}$ in., $1\frac{1}{2}$ in., $1\frac{5}{8}$ in., \$18.40; $1\frac{3}{4}$ in., $1\frac{7}{8}$ in., 2 in., $2\frac{1}{8}$ in., \$19. Discount, 50% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz., \$21; lipped, \$30.

Ammunition (American) — Loaded shells, plus $2\frac{1}{2}$ c; empty shells, plus 15c; metallic, rim fire ball cartridges, discount, $2\frac{1}{2}$ %; centre fire blank and shot cartridges, plus 10%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, 40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., $\frac{1}{2}$ c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2; dog collars, assorted, \$2.65 per dozen.

Augers (post hole) — Vaughan make, 8 inch, \$15.75; 9 inch, \$18; 10 inch, \$19.20 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$18.50; double bits, doz., \$20.50 for California and \$20 for Ontario brands.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$41.00; No. 3, \$45.00; No. 4, \$49.00. Discount, 50 and 5.

Bale Ties—Single Loop—No. 12, \$5.25; No. 13, \$5.35; No. 14, \$5.45; No. 15, \$5.75; No. 16, \$5.95. Cross head—No. 12, \$5.55; No. 13, \$5.65; No. 14, \$5.85; No. 15, \$6.35; No. 16, \$6.45.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable — Half bushel, each, 90c; 1 bushel, each, \$1.30; $1\frac{1}{2}$ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.25; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60% off.

Belting (Rubber)—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Beit Dressing (Stephenson's)—Red label for leather and green label for rubber, 50 cents per pound.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add $7\frac{1}{2}$ %; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, $12\frac{1}{2}$ /5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Chopping Bowls (Wood) — Round bowls are at, per dozen, \$8 for No. 13; \$11.75 for No. 15; \$27.50 for No. 17; \$28.75 for No. 19. Oval bowls are at \$19.75 a dozen.

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$8.50 doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$5.25 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$6.51.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), $\frac{3}{8}$ in. diameter and smaller, 6 in. and shorter, 35%. Carriage bolts (\$1 list), $\frac{3}{8}$ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), $\frac{7}{16}$ in. and larger, 20%. Machine bolts, $\frac{3}{8}$ in. and smaller, 4 in. and shorter, 45%. Machine bolts, $\frac{3}{8}$ in. and smaller, longer lengths, 25%. Machine bolts, $\frac{7}{16}$ in. and larger, 25%. Sleigh shoe bolts, all sizes, 15%. Coach and lag screws, 30%. Bolt ends, 25%. Square head blank bolts, 25%. Plow bolts, 1, 2, 3 head, 20%. Elevator bolts, large head, 15%; corrugated heads, 45%. Fancy head bolts, 15%. Step bolts, large head (\$3 list), 15%. Whiffletree bolts, 15%. Tire bolts, $42\frac{1}{2}$ %. Stove bolts, $62\frac{1}{2}$ % and 5%. Sink bolts, $62\frac{1}{2}$ % and 5%.

Braces, Ratchet (Peck, Stowe & Wilcox)—No. 3002, \$53.25 a dozen; No. 3024, \$51.70; No. 3003, \$52.

Borax—Lamp crystal borax, 8c lb.

Brooms—No. 5, 4 strings, \$8.25 per doz.; No. 5, standard, \$9.40 per doz.; Little Beauty, \$11.30 per doz.; Royal Blue, \$15.75 per doz.

Butt Hinges (Polished Steel)—Per dozen pairs, for 2-inch size, No. 100, 75c; No. 138, 68c; No. 140, 81c; No. 540, \$2; No. 640, \$2; No. 286, ordinary finishes, $1\frac{1}{2}$ -inch, \$2; 2-inch, \$2.50; $2\frac{1}{2}$ -inch, \$2.75; 3-inch, \$3.50.

Cans (Milk)—At list plus 33 1-3%.

Carpenters' Pencils (Dixon)—No. 410, \$5.95 a gross; No. 997, \$8.50.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Howarth's English)— $\frac{1}{4}$ inch, per dozen, plain, \$1.90; bevelled, \$3.65; $\frac{1}{2}$ inch, \$2.40 and \$4.20; 1 inch, \$3.75 and \$5.50; 2 inch, \$8.80 and \$12.35.

Choppers (Food)—Universal—No. 0, \$1.60 each; No. 1, \$1.95; No. 2, \$2.40; No. 3, \$3; No. 331, \$3.85; No. 304, \$6.85; No. 333, \$4.25; No. 334, \$11.95. **Model**—No. 5, \$19.32 per dozen; No. 6, \$21.84; No. 7, \$30.24.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.38 a dozen; No. 65, \$21.84; No. 75, \$30.24. F.o.b. St. Mary's.

Gem—No. 20, \$22.80 dozen; No. 22, \$28.20; No. 24, \$34.80.

Chisels (Broad's)—List less 40 p.c. for plain.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13; No. 1, \$12.80; and \$13.40; No. 2, \$13.60 and \$14.20; No. 3, \$14.60 and \$15.20; No. 4, \$17.80 and \$18.40; No. 5, \$18.80 and \$19.40. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Lines (Cotton)—40 ft. hanks, \$2.55 a dozen; 48 ft. hanks, \$3.05; 60 ft. hanks, \$3.80.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—

	Proof	B B B
3/16 inch, electric weld.	\$15.40	\$18.80
$\frac{1}{4}$ inch, electric weld...	14.60	17.20

5/16 inch, electric weld.	12.15	15.20
3/8 inch, electric weld...	10.40	13.25
1/2 inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
1/2 inch, fire weld.....	10.20	12.40
5/8 inch, fire weld.....	10.70	12.90

Cotton Pins (Stevens)—\$1.44 per dozen boxes for No. 1058.

Chains (Tire)—Discounts, 1 to 9 pairs, 25 off; 10 to 24, 30 off; 25 and over, 35 off.

Chains (Cross)—Discounts, under 100, 25%; 100 to 499, 30%; 500 and over, 35%.

Combs, Curry—No. 101, \$1.40 a doz.; No. 111, \$1.60; No. 121, \$1.55; No. 127, \$1.90.

Combs, Cattle—No. 98, \$2.10 per dozen; No. 100, \$2.85.

Cord (Sash)—Hercules No. 6, 63c a pound; No. 7, 62c; Nos. 8, 9, 10, 12, 61c; No. 16, 66c.

Cord (Awning)—White, 3 1/2, \$2.55; 4, \$3.40; 4 1/2, \$4.70 per pound. Drab, 4, \$4.05; 4 1/2, \$5.80 per pound.

Crowbars—\$8.00 per 100 lbs.

Doors, Screen—Kasement, No. 3, oak stain, varnished, including hardware sets: 2 ft. 6 in., \$39.60 per dozen; 2 ft. 8 in., \$40.20; 2 ft. 10 in., \$40.80; 2 ft. 7 in., \$41.40.

Drills—Standard lists. Blacksmiths', 1/2 in. x 2 1/2 in. shank, each: 1/4, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; 1/4, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; 3/8, 80c; 13/32, 85c; 19/32, \$1.20; 5/8, \$1.30; 21/32, \$1.40; 11/16, \$1.50; 23/32, \$1.60; 3/4, \$1.70; 25/32, \$1.80; 13/10, \$1.90; 27/32, \$2; 7/8, \$2.10; 29/32, \$2.20; 15/16, \$2.30; 31/32, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Egg Beaters (Dover)—No. 100, \$2.10 a dozen; No. 150, \$3.50; No. 450, double dasher, \$3.20.

Enamelwares—Pearl, Imperial and Colonial, 25% off list; Diamond, Canada and Premier, net list; Crystal and White wares, 40 and 10% off; White-ware, decorated, plus 25%; Japanned ware, plus 25%; One-coat gray, 40 and 10%.

Faucets (Common wooden faucets)—No. 4, \$1.15 a dozen; No. 6, \$1.40; No. 8, \$1.70.

Fencing (Poultry)—3-ply, \$4.65 per 10 rods; 4 ft., \$5.25; 5 ft., \$6.

Fencing (Lawn)—12 in., \$9.25 per 100 feet; 18 in., \$10.50; 30 in., \$12.25; 36 in., \$13.75; 42 in., \$15.35; 48 in., \$16.75.

Files (Favorite)—Discount 20-10-10.

Gloves—Canvas and cotton, \$15 a gross.

Glue Pots (tinned)—No. 30, \$1.50; No. 20, \$1.55; No. 0, \$1.60; No. 1, \$1.90 each.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in. and over, \$4.

40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstones (Mounted)—No. 300, \$8.28 each; No. 320, \$25.92 a dozen; disc., 20 and 10%.

Grindstone Fixtures (Taylor-Forbes)—15 inch, axle, \$8.75 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Grinders (Household)—Blue Knight, No. 24E, \$2.25. Abrasive wheels at 55 off list.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Ham Fasteners (Dodson), \$4.00 per dozen.

Hammers (Maydole Brick Hammers)—No. 561, \$27.60 a dozen; No. 562, \$25.10; No. 563, \$22.60.

Hammers, Sledge—(Canadian), 2-2 1/2 lbs., \$25 per cwt.; 3-4 1/2 lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-3 1/2 lbs., \$27.50 per cwt.; 3-4 1/2 lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1 1/4 lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Atlas No. 0, \$15.45 doz. pairs; No. 1, \$17.20; No. 2, \$18.30; Stearns, 4 in., \$13.70; 5 in., \$17.75. Perfect, No. 1, \$20.85; Canada, \$15.00; Hatch, \$13.50; National, \$16.50; America, \$21.00; Great West, \$32; Storm King, No. 42, \$11.80 a doz.

Hatchets, Shingling—No. 1, \$11.25 per dozen; No. 2, \$12.

Hatchets, Lath—Nos. 3 and 4, \$11.50 per dozen; No. 4, \$11.75.

Hatchets, Barrelling—Nos. 50 and 60, \$15.50 per dozen.

Hatchets, Claw—No. 7, \$12.50 per dozen; No. 8, \$13.25.

Heaters, Electric—National Glow, \$6.10; National Heatray, \$7.50; Majestic, 1 burner, \$6.50; Universal, \$9.50; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Heaters (Oil)—Perfection, No. 525, \$8.50; No. 530, \$9.50; No. 630, \$12.75. Less 30%.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.81; tee, \$1.56. 5 in., strap, \$2.12; tee, \$1.81. 6 in., strap, \$2.37; tee, \$2.12. 8 in., strap, \$3.62; tee, \$2.62. 10 in., strap, \$5.94; tee, \$4.06. 12 in., strap, \$8.62; tee, \$6.12. 14 in., strap, \$10.62; tee, \$8.75. Net prices.

Light—Net prices—3 in., strap, \$1; tee, \$1. 4 in., strap, \$1.31; tee, \$1.31. 5 in., strap, \$1.43; tee, \$1.56. 6 in., strap, \$2; tee, \$1.81.

Hinges (Barn Door)—6 inch, \$3.60 a dozen pair; 8 inch, \$3.85; 10 inch, \$5.15; 12 inch, \$5.60; 15 inch, \$6; 18 inch, \$8.80; 21 inch, \$10; 24 inch, \$12.80.

Hinge Hasps—Per dozen, 2 inch, 75c; hasps and staples, 6 inch, 60c.; hasps and staples, double hook, 6 inch, 90c.; safety hasps, 6 inch, \$2.94.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3 1/2 lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (for hammocks)—No. 138, \$7.85 per hundred; No. 128, \$6.10.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—

Patterns	Sizes	Price per keg	
		No. 2	No. 1
		and larger	and smaller
Light iron	0-7	\$6.70	\$6.95
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70	6.95
Heavy iron	6-8	6.70
Snow	1-6	6.95	7.20
New light XL steel.	1-6	7.15	7.40
Featherweight			
XL steel	0-4	8.55	all siz.
Special countersunk.	0-4	9.25	all siz.
Toe weight (front only)	1-4	9.70	all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Horse Clippers (Stewart)—No. 1, \$14.75 each, with sheep shearer, \$15; No. 8, sheep shearer, \$20; No. 9, \$24; and with horse clipper, \$9.75 extra. Discount 25 per cent.

Hose, Lawn—Corrugated, per hundred feet; 1/2 in., \$14.00; 5/8 in., \$15.50; 3/4 in., \$17.50. Less 5% for full reel, 500 feet.

Hose, Lawn—3 ply 4 ply 5 ply
Per 100 ft., size 1/2" \$9.50 \$10.50 \$12.00
Per 100 ft., size 5/8" 11.00 12.00 13.50
Per 100 ft., size 3/4" 13.00 14.00 15.50

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Coupling (Gem)—1/2 inch, 5/8 inch, 3/4 inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$2.

Handles for above japanned, \$1.85 per dozen. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.65; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.85 net in 1/2 doz. lots; Westinghouse, \$4.80 in 1/2 doz. lots.

Jacks (Screw)—1 3/4 x 10, \$3.75; 2 x 12, \$5; 2 x 16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 34c; 44 ft., 36c; three section extension, 48c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$12.50; B, per case of 6 doz., \$10.25.

Lanterns—Plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.00.

Lantern Burners—\$1.60 a dozen.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.45 doz.; 3 dozen cases, \$1.35 doz.; 6 dozen cases, \$1.25 doz., Cold Blast genuine ruby, \$5.25 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.10 per dozen; No. 3, \$2.65; No. 4, \$4.25; Barn Door, No. 5, \$3.75.

Levels (Boxwood)—No. 1631, 6 in., \$4.60 a dozen. Plumb and level, 9 in., \$8.70.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Leather Soles and Heels—Soles, Misses, No. 43 1/2, \$1.25 a dozen pairs;

women's, No. 37½, \$1.65; men's, assorted, No. 123, \$2.80.

Heels—Women's, No. 80, 90c a dozen pairs; Men's, No. 73½, \$1.

Machines (Washing)—Dowsell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, \$25.00; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$105; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowsell, \$44.10 per dozen.

Mattocks—Cutter, \$10.50 per doz.; pick, \$10.

Mixers, Bread (Canuck)—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, mop swabs, \$10.50 a dozen; Victory swabs, \$12; O-Cedar, less handle, \$14; O-Cedar, with handle, \$16; S. W. Mops, complete, \$4.65; Mop Sticks, No. 8, \$2.00; No. 6, \$1.85; Cast Head Mop, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$7.90; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20 and 5% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 40%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¾ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2½ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3¼ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slatting, Box, Fence, Barril Nail, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Stelco roofing nails are \$8.50 per keg, \$10, less quantities, \$11 per

hundred pounds for bright, and \$11 for galvanized, 10 gauge.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Cut)—\$4.85.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box, No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2½ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 20%. American netting, 2 in. mesh, 20% off.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 19c a gallon; Palacine, 20c; Gasoline, 25c. These prices net.

Black oil (summer), 19c a gallon; Black Oil (winter), 21c; Capital, cylinder, 66c; machine oil, reg. grades, 36½c; Imperial gas engine oil, 56½c; Paraffine, 22½c. List less 15% on above.

Polarine, \$1.00 per gallon. List less 25%.

Fuel oil, per barrel, net, 10¼ cents a gallon; from tank wagons, net, 10¼c; tank cars, net, 8¼c. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.10 per 400 ft. roll; No. 2, 65c; Surprise and Stag, 90c.

Tarred Fibre—No. 1, \$1.30; No. 2, 85c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; heavy dry straw, \$3.85; Spruce Sheathing, 36 in. and 72 in. wide, 6. Asbestos Sheathing, \$8.25; carpet felt, \$4.35; tarred felt, 7, 10 and 16 oz., \$3.40; asphalt felt, \$3.45.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.55 a case; 4 gross (cartons), 4 in., \$1.60; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2½ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, \$3.90 per dozen; No. 158, galvanized, \$4.00.

Pumps (Maxwell)	Pitcher Spout	Closed Spout
No. 2	\$2.85	\$3.10
No. 3	3.15	3.45
No. 4	3.75	4.10
No. 70		6.00
No. 80		8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 42½%, Iron burrs, 42½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 12½%; burrs, add 40%. Extras on copper rivets, 2½c per pound.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manilla basis, 20c a pound; Beaver Manilla basis, 18½c; New Zealand hemp basis, 18½c; Sisal basis, 16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: 5/8 in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1 and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 16c; double lath yarn, 16½; halyards, 46; Beaver halyards, white, ¾ in. basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marine and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ¾ in., 54½c a pound, 5/32 in., 53½c; 3/16 in., 50c; ¼ in. and up, 49c.

Rules (Brass)—No. 1494, \$4.60 a dozen.

(Boxwood)—No. 3097, \$6.85; Blind-man's, 2 feet, \$6.40 a dozen.

Sandpaper—B. & A. sandpaper, less 12½%; Star sandpaper, less 12½%; B. B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, dard, japanned fittings, \$46; Universal, japanned, cyco bear., \$48; Universal, nickelled, cyco bear., \$53. Toy (Bissell's)—Little Daisy, \$3; Little Queen, \$4.50; Little Jewel, \$14.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.65 per hundred square feet for 12 mesh, black; \$3.75 for galvanized; \$9.50 for bronze.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 77½ and 2½ Oval Head, bright, 75 and 2½%; Round Head, bright, 75 and 2½%; Flat Head, brass, 70 and 2½%; Oval Head, brass, 67½ and 2½%; Round Head, brass, 67½ and 2½%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.50; 1½ in., \$11.85; 1½ in., \$14.35.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Skates (Roller)—Union No. 3, \$1.05 per pair; No. 11, \$1.55; No. 5, \$2.25.

Skate Straps—18 inch, \$1.05 a doz. pairs; 21 in., \$1.55; 24 in., \$1.60; 30 in., \$2; 36 in., \$2.30.

Snaths—1 loop, \$16.25 a dozen, 2 loops, \$15.60; 3 loops, \$14.20; Bush, \$18.20.

Spiders—Cast, No. 7, 85c; No. 8, 90c, No. 9, 95c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st 2nd and 4th grades, all 45%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Squares (Steel, Sargeant make)—No. 100C, \$3.35 each; No. 500RR, \$3.60.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$22 each; Perfection No. 33, 3 burner, \$27; Perfection No. 34, 4 burner, \$35; No. 35, 5 burner, \$49; No. 22G oven for above stoves, \$8.50. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$6.80. Detroit Glass Front Oven, No. 85, each; net. Hot Blast.

Spikes, Ship—Base, ¾ in. and larger, \$5.25 per 100 lbs. ½ and 5/16 in., \$5.75 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Spouts, Sap—Eureka, \$15 per thous.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz.

Stretchers, Fence—No. 440x2, \$1.80 a pair; No. 340x1, \$18 a dozen; No. 340x2, \$30. \$30.24 a dozen. Discount, 20 and 10%.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., \$60; Club, japanned, cyco bearing, \$120; Champion, japanned fittings, \$45; Grand, japanned, cyco b.b., \$68; Grand Rapids, nickelled, cyco b.b., \$55; Grand Rapids, japanned, cyco b.b., \$50; Parlor Queen, nickelled, cyco b.b., \$62; Princess, nickelled, cyco b.b., \$57; Stan-No. 60, list less 20-10%. Safety Flat,

japanned fittings, \$46; Universal, japanned, cyco bear., \$48; Universal, nickelled, cyco bear., \$53. Toy (Bissell's)—Little Daisy, \$3; Little Queen, \$4.50; Little Jewel, \$14.

Sweepers, Vacuum (Bissell's)—Grand Rapids, nickelled, \$106 a dozen; Household, japanned, \$94; Superba, nickelled, \$120 f.o.b. factory, Niagara Falls, Ont.

Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.00; awning, \$4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Tin and Enamelwares—Britannic, list plus 5%.

Colonial, 25%.

Imperial, 25%.

Pearl, 25%.

Diamond, net.

Premier, net.

Canada, net.

White, decorated, plus 25%.

Crystal, 40% and 10%.

Japanned ware, plus 25%.

Japanned ware, white, list plus 35% Plain and japanned sprinklers, list plus 25%.

Stamped, plain, 45%.

Stamped ware, retinned, 30 and 10%.

Copper bottoms, net list plus 20%.

Tinners' trimmings, plain, 45%.

Tinners' trimmings, retinned, 30 and 10%.

Tinners' trimmings, general, plus 25%.

Factory milk cans, list plus 33⅓%.

Milk can trimmings, list plus 50%.

Cream cans, write for prices.

Railroad cans, write for prices.

Sheet iron ware, list plus 30%.

Pieced ware, ordinary list, plus 50%.

Pieced tinware, C.B., list plus 60%.

Fry pans, Acme, 15%.

Fry pans, Quick Meal, plus 20%.

Spiders, steel, plus 20%.

Fire shovels, japanned, list plus 30%.

Steel sinks, galvanized, plus 30%.

Steel sinks, painted, plus 30%.

Light galv. pails and tubs, plus 12½%.

Heavy galv. pails and tubs, plus 12½%.

Garbage pails, plus 12½%.

Galvanized coal hods, plus 60%.

Tubs, Wood—No. 0, \$26.40 per dozen;

No. 1, \$23.10; No. 2, \$20.90; No. 3,

\$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Welland-

vale, Rixford, Maple Leaf, Bedford,

60% off new list.

Toasters (Electric)—Universal, \$7.25;

Canadian Beauty (reversible), \$4.65;

Upright (with rack), \$5; Hotpoint (re-

versible), \$4.60; all net.

Track, Barn Door—Hatch Trolley,

per ft., 22½c; brackets for this, per

doz., \$2.00. National Flat Track, 1¼

in. per 100 ft., \$13. Storm King Flat,

No. 60, list less 20-10%. Safety Flat,

No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 12½c; 650 ft., 13½c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ½ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 62c 4 ply, lb., 66c.

Cones, 3 ply, lb., 58c; 4 ply, lb., 62c. No. B. \$1.40.

Traps (Game)—Victor No. 1, \$2.53 per doz.; Giant, No. 1, \$3.35 per doz.; Jump, No. 1, \$3.35; Hawley Norton, No. 1, \$4.89; Newhouse, No. 1, \$7.39. All these include chains. Mouse, \$3.60 per gross for Victor; \$3.70 for Holdfast, and \$16.80 for Roundhead (4 hole), \$16.80 Victor. Rat, \$1.20 a dozen; Holdfast, \$1.30.

Trowels (Bricklayers)—Rose make—Size No. 10½, \$25.20 a dozen; No. 11, \$25.80; No. 11½, \$26.40.

Weights, Sash—Sectional, 1 lb. per 100 lbs., \$3.25; sectional, ½ lb., per 100 lbs., \$3.25; solid, 3 to 30 lbs., per 100 lbs., \$3.00.

Wire—Annealed or Bright—Advances over base price on sizes lighter than No. 9: No. 10 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Oiler and annealed extra, 30c. Coping and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Bright base, \$4.00. Annealed base, \$4.15. Galvanized base, \$4.45 for No. 9.

Stovepipe Wire—No. 18, \$9.00; No. 19, \$9.50.

Barbed wire, \$4.55. Coiled spring wire, 9 gauge, \$4.55.

Wheelbarrows—Navy, steel wheel, \$105 a dozen; garden steel, \$83; light garden, \$66. F.o.b. Montreal, Toronto, London.

Stove—3 in., 35c a dozen; 3½ in.,

Wicks—Lamp—No. A, 97c a roll;

40c; 4 in., 50c.

Wrenches—Smart's Bull Dog, list less 65%; Track wrenches, list less 10%; Trimo pipe wrenches, 45 off list.

(Crescent)—4 and 6 in., \$7.80; 8 in., \$9.60; 10 in., \$12.00; 12 in., \$18 a dozen. Discount 10%.

(Stillson)—6 in., \$2; 8 in., \$2.25; 10 in., \$2.50; 14 in., \$3.50; 18 in., \$5; 24 in., \$7.25; 36 in., \$13.50. Disc., 55% on Canadian, 42½% on genuine.

(Agricultural)—Discount 45%.

THE PARMENTER BULLOCK CO

Limited
GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates

STEEL

Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

THE STEEL TROUGH & MACHINE CO. LTD.
TWEED - ONT.

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Brushes (paint)—Discounts off Meakins, 30 p.c.; Simms, 75 and 10.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 9c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 9c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 12c.

Chrome yellow, 40c.

Brunswick green, 100 lb. keg, 12c.

Indian red, 100 lb. keg, 25c.

Lamp black, in bulk, 25c; packages, 34c.

Venetian red, best bright, 8c; No. 1, 6c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 8c; barrels, 5c.

Yellow ochre, barrels, 4-6c.

French ochre, barrels, 6-8c.

Spruce ochre, 100 lb. keg, 6-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c; red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$8; white, 100's, packages, \$7.50; colors, bbls., (250 lbs.), \$7; white bbls., (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters, \$1.15.

Enamels (White)—Per gallon: Dougall white enamel, \$6.40; Vitralite \$7.93; Duralite \$7.50; Old Dutch, \$6.50; B.H. "White" Enamel, \$6.50; Martins, white, \$7.00; Satinette, \$7.24; C. P. Oo. Albagloss, \$6.50; C. D. Master Painters, \$6.85; Mooramel, \$7; Lowe Bros. Linduro, \$7.00; Sunshine white, \$6.25; Kyanize, \$8.10; Solpar, \$4.60; Paripan, \$9.10; Jasperiac, \$4.50; Invincible, \$6.50; Hillcrest, \$6.50; Adelite A. & E., \$7.65; Floglaze, \$4.60; Ripolin, \$7.19.

Glass—Star or Double

Case lots. 16 oz. or 24 oz.

Up to 25 \$12.00 \$19.60

26 to 40 14.90 24.40

41 to 50 16.20 26.60

51 to 60 16.90 27.60

61 to 70 17.60 28.80

71 to 80 18.60 30.30

81 to 84 21.70 35.30

85 to 90 22.80 37.00

91 to 95 41.80

Discounts—Imported, 45%; domestic, 42%.

Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50%.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Glass Cutters—No. 023, \$2.20 a dozen; No. 026, \$2.65.

Glaziers' T Squares—\$2.50 each.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 25c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

Anchor, pure	\$14.25	Montreal, Toronto
Champion pure	14.25	14.70
Crown Diamond, pure ..	14.25	14.70
Green Seal, pure	14.25	14.70
I. V. Perfection	14.25	14.70
Ramsay's pure	14.25	14.70
Moore's pure	14.25	14.70
Tiger, pure	14.25	14.70
O.P.W., Dec., pure	14.25	14.70
Elephant Genuine	14.75	15.20
BB Genuine, less than tons	15.60	16.05
Maple Leaf, pure	14.25	14.70

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$11.50; Genuine, 100 lb. casks, \$12.50; less quantity, \$13.50.

Glue—English, sheet, per lb., 22c to 25c; White pigfoot, 50c; Cake bone, 112 lb. bags, 20c to 30c; Hides, 112 lb. bags, 25c to 30c; Ground glues, 112 lb. bags (English), per lb., 20c to 22c; Canadian, 11c to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.16. Boiled—1 to 2 bbls., \$1.15.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco —Per 100 lbs.	White.	Tints.
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. Co. Elephant white, \$4.35; Sanitone white, \$3.80; Sanitone, colors, \$3.70; C. P. Co., pure white, \$4.45; C. P. Co., pure colors, \$4.10; C. P. Co. paint, \$3.90; Elephant floor paint, \$3.65; Victoria floor paint, \$3.05.

B-H English colors, \$4.10; English, white, \$4.45; Fresconette, white, \$3.70; Fresconette, colors, \$3.70; floor, \$4.00; porch floor, \$4.10.

Crown Diamond, white, \$4.35; colors, \$4.00; floor, \$3.90; porch, \$3.95; flat wall tone, white, \$3.80; colors, \$3.70.

Moore's House Colors, white, \$4.20; colors, \$3.95; Preservo Paint, white, \$3.10; colors, \$2.90; floor paint, \$3.50; Sani-Flat, \$3.50; Porch and Deck Paint, \$3.75.

I. V. Elastica, white, \$4.05; Elastica, colors, \$3.80; Flatine, int. wall, white, \$3.80; Flatine, int. wall, colors, \$3.70.

Lowe Bros., H. S. White, No. 328, \$4.45; H. S., color, \$4.10; H. S., floor, hard drying, \$3.90; H. S., porch, \$4.10; Mellotone, flat wall, white, \$3.75; color, \$3.60.

Jamieson's Crown Anchor, \$3.70.

O.P.W. Canada Brand, white, \$4.45; colors, \$4.10; floor, \$3.90; Flat Wall, white, \$3.80; colors, \$3.70.

Ramsay's Pure, white, \$4.30; colors, \$3.95; floor, \$3.80; porch, \$3.95.

Glidden's white, \$4.45; colors, \$4.10.

Martin-Senour, 100%, white, \$4.45; colors, \$4.10; porch, \$4.10; Neutone, white, \$3.80; Neutone, colors, \$3.70; floor paint, \$3.90.

Sherwin-Williams, white, \$4.45; colors, \$4.10; floor, \$4.00; porch, \$4.10; Flat Tone, white, \$3.80; colors, \$3.70.

Maple Leaf, white, \$4.05; colors, \$3.70; floor, \$3.65.

Pearcy's Hillcrest, colors, \$3.45; white, \$3.80; floor, \$3.35.

Adelite, white, \$4.30; colors, \$3.95; Industrial white, \$3.85.

Paris Green—100 lb. lots—½ lb. paper cartons per lb., 52c; 1 lb. paper cartons, 50c; ½ lb. tins, 54c; 1 lb. tins, 52c; 25 lb. tins, 48c; 50 to 100 lb. drums, 46c; 250 lb. kegs, 44½c; 600 lb. barrels, 44c. Terms: 1 per cent. 15, or 30 days net. F.o.b. Montreal, Toronto, Hamilton, London, Ottawa, Quebec, Moncton, St. John's and Halifax.

Yarmouth and P. E. I. points ¼c per lb. extra.

Polish oil—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$5.20; 100 lb. drums, \$5.70; 25 lb. drums, \$5.95; 12½ lb. irons, \$6.20; bladders in bbls. (400 lbs.), \$6.95; in cases (100 lbs.), \$7.20. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Resin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Varnisher, \$3; Chalco, \$3; Klensa, \$3; Cumoff,

\$3; Dougall Lingerwett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per gal. in 5-gal. lots—White, \$5.00; orange, \$4.50. Gal. jugs, white \$5.25; orange, 4.75. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

Ordinary Colors. Greens

Sherwin-Williams \$1.45 \$1.70

B-H Anchor 1.45 1.65

M. L. Creosote 1.45 1.65

Solignum 1.30 1.50

Martin Senours 1.45 1.65

Elastica 1.45 1.65

Hillcrest 1.40 1.60

"C.D." Shingle Stain 1.25 1.45

Canada Paint 1.45 1.65

O.P.W. Creolin 1.30 1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine—Single bbls., gal., \$1.40; 2-4 bbls., gal., \$1.39; 5 gal. lots, per gal., \$1.50.

Varnishes—Per gal. cans—B-H Floors, \$4.08; Maritime Spar, \$5.18; Hard Oil, \$2.76; Gold Medal, \$3.42; Elastilite, \$3.95; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.00; Sun Aero Spar, \$4.60; Sun Waterproof Floor, \$4.10.

Glidden Wearette, \$4; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.40; Indestructo, floor, \$3.40. Pale Hard Oil, \$2.50.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-ite Floor, \$4.32; Wood-Var, \$4.16; Durable Spar, \$5.23; Finest Interior, \$4.97.

Moorlastic Floor, \$4.25; T. 45 Floor, \$3.50; Moorvar Interior, \$3.25; Moore's Spar, \$5.

S. W. Mar-not, \$4.03; Rexspar, \$5.24; Scar-not, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; House Spar, \$4.60; Floor, \$4.60; Interior, \$3.60.

Kyanize Spar, \$5.25; Cabinet Rubbing, \$4.95; Interior and Floor, \$4.95.

Luxeberry light, \$4.56; Granite, \$4.56; Spar, \$4.73.

Ramsay's Universal, \$3.80; Agate Floor, \$3.80; 400 Hard Oil, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.28; Furniture, \$2.30.

Dougall Univarnish, clear, \$4.50; Transparent, spar, \$5.00; Transparent, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 100, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$8.50; colors, \$9.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 16c; Opalite, 100 lb. pkg., 17c; 1 gal. packages, per pkg., \$1; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 10½c; Sturgeon's Solpar, 10c.

Wiping Cloths—Cream, polishing, 22c; White—19c; Colored—15c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 35c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., \$3.60; Ramsay's, 45; Martin-Senours, 3½; I. V. Wax, 38c; Sherwin-Williams, 45c; Solpar, \$1.75; Crown Diamond, 38c; B-H Wax, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-elite paste, 45c; Old English, 85 cents a pound, 1-3 off.

Whiting—Plain, in bbls., \$2.00; Gilders, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons \$1.55; Methylated Spirits, \$1.70.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond per gal. in qt. tins, \$1.70.

Wall Paper Seam Rollers (Ridgely)—No. 1 and 2, \$6 a dozen.

<p>NEW LINE for LIVE DEALERS</p>	<p>IMPERIAL PAINT CLEANER is a red-hot seller. A demonstration convinces the most skeptical. DON'T lose a share of your business—write to-day to your nearest jobber or</p>
<p>STANDARD CLEANING PRODUCTS 81 Bond St. Limited Toronto</p>	

KEEP IT UP!

One step won't take you very far, you've got to keep on walking;
 One word won't tell them what you are, you've got to keep on talking;
 One inch won't make you tall, you've got to keep on growing;
 One little "ad" won't do it all, *you've got to keep 'em going.*

A NEW LINE FOR LIVE DEALERS

It's a red-hot seller—A product of unusual merit without competition and will meet your exact need in uniform quality, sound value, individuality and fair margin of profit. REALLY a Renovator for paint, metal ceilings, woodwork, enamel, varnishes, Church and Theatre decorations.

For name of your nearest jobber and circular write to

STANDARD CLEANING PRODUCTS Limited

81 Bond St. Toronto
 Agents wanted for Western Provinces. DISSOLVES IN WATER



NAILS WIRE BALE TIES

WIRE HOOPS FOR
 KEGS and BARRELS
 STRAIGHTENED RODS
 COPPERED AND
 TINNED WIRE
 WROUGHT and STEEL
 WASHERS

The quality of our product is highly commended
THE GRAHAM NAIL WORKS

Operated by the CANADA METAL CO., LTD.
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HENRY BOKER
 MANUFACTURER
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 SPECIALITIES OF ALL DESCRIPTIONS
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 Write for Catalogue to
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 CASED GOODS
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CUTLERY.

POCKET KNIVES
H. BOKER & CO'S
 IMPROVED
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READY FOR DELIVERY IN OCTOBER

The Fourteenth Annual (1923) Edition of THOMAS' REGISTER OF AMERICAN MANUFACTURERS

"If you buy United States products it will save you money"



Lists 300,000 makers of 70,000 articles.

Lists Manufacturers alphabetically, giving addresses, capital rating, etc.

Lists over 50,000 branded articles with makers names and address.

THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY

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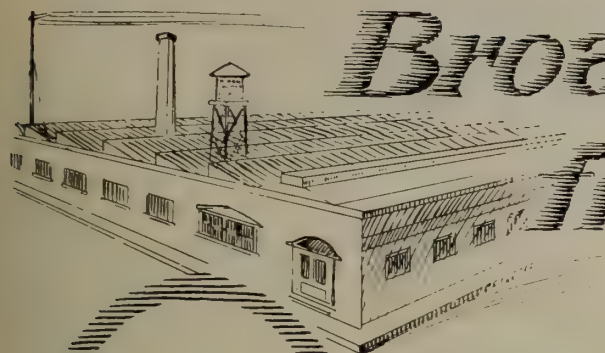
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Canadian Buyers Register Co., 90 Constance St., Toronto



Broadcasting Tips from **"Red S"**

RED "S"
Window Glass
Plate, Figure
Bent & Ornamental
Glass, Stained and
Wired Glass and
Mirrors

**OVER 80 MILLION
DOLLARS WILL TURN
OVER IN HARDWARE
in the next six months**

Hardware Dealers Are You Listening In?

The best informed authorities on Canadian conditions estimate that there will be over \$80,000,000 worth of hardware sold in Canada in the next six months. From reports coming in from various provinces, we believe this forecast is very conservative and that a large portion of the turnover will be in lines associated with building.

What will Be Your Share in This Business?

We suggest that you look over your stock of glass and sort up on the best selling sizes of the different grades of "Red S" window and fancy glass. Your share will be just what you go after. Why not make a bid for the glass trade this fall. There are scores of windows that should be replaced right now. Look them up and suggest to the householder the advisability of letting you fix up his windows before winter sets in.



"Red S" signing off

**TORONTO PLATE GLASS
IMPORTING CO., Limited**
Toronto Ont.

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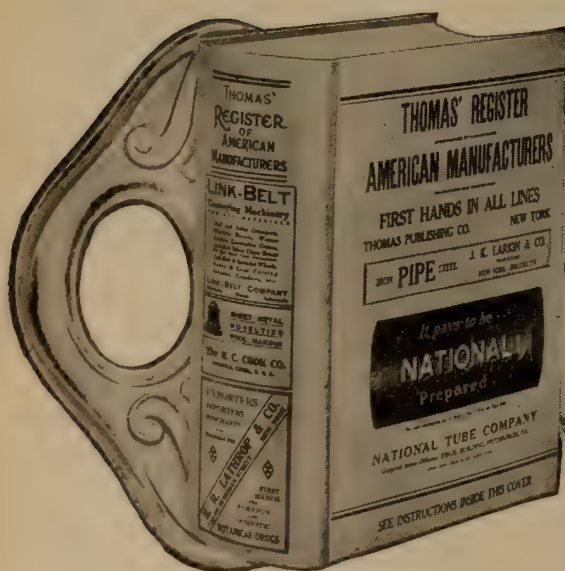
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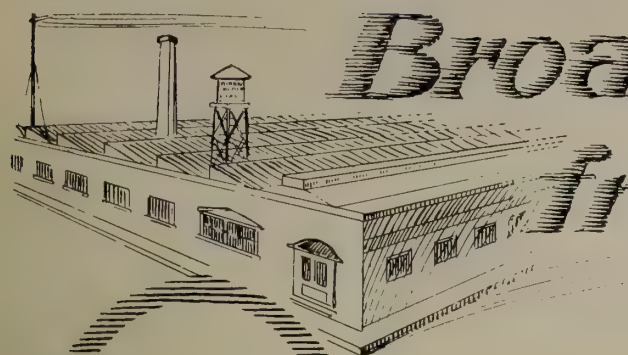
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RED "S"
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Plate, Figure
Bent & Ornamental
Glass, Stained and
Wired Glass and
Mirrors

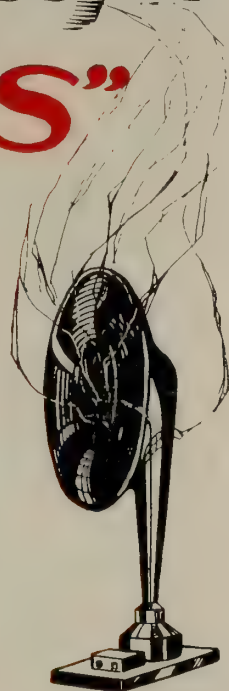
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Hardware Dealers Are You Listening In?

The best informed authorities on Canadian conditions estimate that there will be over \$80,000,000 worth of hardware sold in Canada in the next six months. From reports coming in from various provinces, we believe this forecast is very conservative and that a large portion of the turnover will be in lines associated with building.

What will Be Your Share in This Business?

We suggest that you look over your stock of glass and sort up on the best selling sizes of the different grades of "Red S" window and fancy glass. Your share will be just what you go after. Why not make a bid for the glass trade this fall. There are scores of windows that should be replaced right now. Look them up and suggest to the householder the advisability of letting you fix up his windows before winter sets in.



"Red S" signing off

**TORONTO PLATE GLASS
IMPORTING CO., Limited**

Toronto Ont.

JONES' SHOVELS

Est.  1852


Our
Satisfaction

is in the knowledge
that Jones' are shovels of

"Quality"

Your Satisfaction

is in the sale of a

"Dependable Product"

For Sale by All Jobbers

Place Your Order Today


The D.F. JONES MFG. CO.
LIMITED
Gananoque, Ont.

HARDWARE

ACCESSORIES - SPORTING GOODS

PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

VOL. 15, No. 10

Published Monthly by WESTON WRIGLEY, 8 University Avenue, TORONTO

OCTOBER, 1923

Remington Big Game Rifles and Ammunition

For over 100 years Remington has been studying the needs of the sportsman and making sport more pleasurable and successful. It is to meet the individualized taste of the Big Game Hunter that Remington has developed the two Models of Big Game Rifles shown below.

The Remington Model 14 A

The only forearm operated, high power rifle made. Chambered for .25, .30, .32 or .35 Remington Cartridges. Hunters accustomed to small game or target shooting with the .22 slide action repeater will prefer this Model. Its fine balance permits quick and accurate firing. Magazine capacity 5 cartridges. Simple takedown. Quick adjustable rear sight and copper bead front sight. Length 41", taken down 27½". Weight 6¾ lbs.

Model
14 A



Model 30

Remington .30 Cal. High Power, Bolt Action Sporting Rifle

developed for sportsmen who like a bolt action rifle, the Remington Model 30 is a sturdy arm, built to stand hard usage. Barrel—24" long of special high-pressure steel, tested to over 70,000 lbs. per square inch. Sight—new model sporting peep rear sight, adjustable to 550 yds. Magazine—capacity 5 cartridges. Length—45". Weight—8 lbs. The best cartridge to use with Model 30 is the Remington .30 cal. Springfield Bronze Point Expanding.

Hi-Speeds

The new Remington Hi-Speed Rifle Cartridge, Remington Bronze Point and Remington Hollow Point, copper jacketed, mushrooming. Give greater velocity, killing power and accuracy and flatter trajectory. Make any rifle a high-power arm. Made in .25, .30, and .32 calibers.

All other popular sporting cartridges in all calibers promptly supplied.

Ask your Jobber's Salesman for full particulars.



Remington Arms Company, Inc.
Cunard Bldg., 25 Broadway, New York City
(Remington UMC of Canada Limited)

THIS BUSINESS SHOULD BE YOURS

ADJOINING your store on either side are many stores. They differ in a thousand ways, but they are all alike in one particular---all of them use lamps.

SELL THEM EDISON MAZDA LAMPS

WE have a tried-and-found-good selling plan for lamp agents and it is backed by the biggest Advertising Campaign, devoted solely to lamps, ever launched in Canada.

Over a Million and a Quarter People See Our Advertisements

NEWSPAPERS from coast to coast carry the message that Edison Mazda Lamps give the correct light to live with. Window Trims and co-operative material of every description are supplied to our Agents. If you are not already handling Edison Mazda Lamps we have a proposition that will interest you.

EDISON LAMP WORKS

of

Canadian General Electric Co., Limited

Simply tack on — Turn the Corners!



WIRFS HOME COMFORT INSULATED-CUSHION WEATHERSTRIP

Most practical Weatherstrip ever made, and the only one that is *insulated*.

Anybody can apply it; only tool required is a tack hammer.

No taking out of windows or taking down of doors.

No cutting or mitering of corners.

No waste pieces—comes in continuous lengths.

No wood, metal or zinc binding necessary.

Does not crystallize or decay.

Is vermin and weatherproof.

"The Strip of a Hundred Uses"

Because it is

Waterproof: Made of pure rubber-coated fabric, impervious to moisture, enclosing and protecting the insulation, preventing crystallization and decay.

Airtite: When in place, forms a resilient caulk or fillet, similar to cold storage and freezer door seals.

Noiseless: Has vibratory absorption (cushion) effect on slamming doors and rattling windows.

Detachable: Of interest to renters—can be taken off, rolled up and re-applied.

Flexible: Never hardens, cracks nor tears; adjustable to varying surfaces, warped doors, 90 degree angles, etc.—without cutting.

Dustproof: Seals against dust, vapors, etc., as well as against wind, rain and snow.

Non-Conductive: While "metal" weatherstrip (when applied perfectly) may keep the wind out—it does not resist the "cold" since metal is a rapid conductor of heat or cold; whereas Home Comfort Weatherstrip is insulated, thus greatly lessening the transfer of heat or cold through joints.

DEALERS' INFORMATION:

RIGID WEATHERSTRIP vs. HOME COMFORT INSULATED WEATHERSTRIP (Wood and Metal) (Flexible)

Rigid Weatherstrip comes in long lengths, bundles, is unwieldy to handle; the wood molding and rubber insert type splits off and such breakage is largely wastage. A thousand feet weighs, average, 60 to 70 lbs. packed.

The same breakage and handling cost in long lengths occurs again in the rehandling and reshipment to the retailer.

When in his store he cannot cover it—so it gets dusty and he gets soiled hands in handling. So does the consumer. Further

splitting and breakage falls on the retailer. Short pieces must be thrown away, being unsalable.

The consumer has to saw and miter corner joints; his short pieces are waste to him. The wood molding shrinks and expands with the weather and so opens joints, and the imitation rubber insert rots and tears. Nothing left but the wood and nails, and the disappointed consumer.

Result—dissatisfaction from Jobber to Retailer, and from Retailer to Consumer.

CONVENIENCE OF HANDLING AND SELLING MY "HOME COMFORT WEATHERSTRIP"

Retailer can furnish consumer with 1 foot or 1000 feet—without waste, breakage or other losses such as attend the handling of "rigid" weatherstrip.

Comes in continuous lengths, put up on reels 1000 feet and 500

feet lengths; coils 250 feet length; individual cartons of 100 feet and 50 feet lengths. The latter are very convenient for retail sales and so put up on special order at trifling extra charge.

WHAT DEALERS AND CONSUMERS SAY:

EXTRACTS FROM LETTERS OF BUYERS AND USERS OF HOME COMFORT WEATHERSTRIPPING:

(From Inderlied Hardware Co., Endicott, N.Y.):

"Your Weatherstrip is fine!—Rush express another reel."

(From F. V. Valentine Hdwe. Store, El Paso, Ill.):

"—it is the most practical weatherstrip I have ever seen."

(From J. C. McMaster, Chester, Pa.):

"Herewith check and additional order for quick shipment."

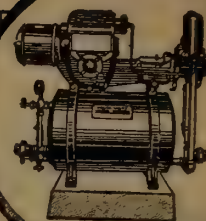
(Gardena, Calif. Hdwe. Co.):

"—and it's a wonder some one hadn't thought of this improvement long ago; it keeps out sand-dust and heat, as well as cold."

Latest: From Hardware & Housefurnishing Dealer — "Your insulated weatherstripping looks good to me; a lot of felt strip I had last season was moth-eaten and I had to throw it away."

E. J. WIRFS Sole Manufacturer and Patentee **St. Louis, Mo.**
108 SOUTH 17th STREET

Get Sample, Complete Information, and Prices TODAY!



The Delco-Light Line of Pumps is Complete

WITH a line of 26 styles and sizes of pumps for both deep and shallow wells, the Delco-Light dealer has a Delco-Light Pump to meet the requirements of every prospect. These pumps are made for 32 or 110-volt D. C. or 110 and 220-volt A. C. service, so as to suit the largest possible field of prospects.

For deep wells there are $\frac{1}{4}$ H. P. and $\frac{1}{2}$ H. P. pumps of the pitless weatherproof type. Both of these models are superior to any other deep well pump ever put on the market.

The shallow well pumps give automatic water supply of the most reliable kind.

All of these pumps are simple in design, one place to oil, no exposed moving parts. Well constructed to the Delco-Light high standards. Easy to install. Low in price.

Doesn't this line look like a good money-making proposition for the pump dealer or plumbing contractor? If you are interested, write the nearest distributor for full particulars.

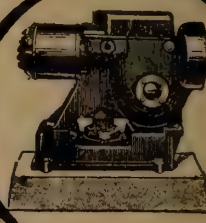
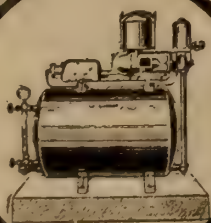
Delco-Light Co. of Canada, Limited
Toronto, Ontario

DELCO-LIGHT **Water Systems** *For Country and City Homes*

Electrical Systems Limited
173 King Street East

Toronto

Ontario





Royal Dealers find the Royal is—

“Easy to Sell and Hard for others to compete against”

MONTH by month ROYAL Dealers are showing a substantial increase.

The increase over last year and previous years is enormous.

ROYAL Dealers are finding the ROYAL Agency has become mighty valuable. Women everywhere are coming over to the ROYAL.

Competitive demonstrations only serve to bring out the ROYAL'S superior advantages.

ROYAL advertising is spreading the gospel of “Cleans-by-air-alone”—of “more efficient”—“gets more dirt”—“less wear on carpets”—“lighter weight”—“easier to use.”

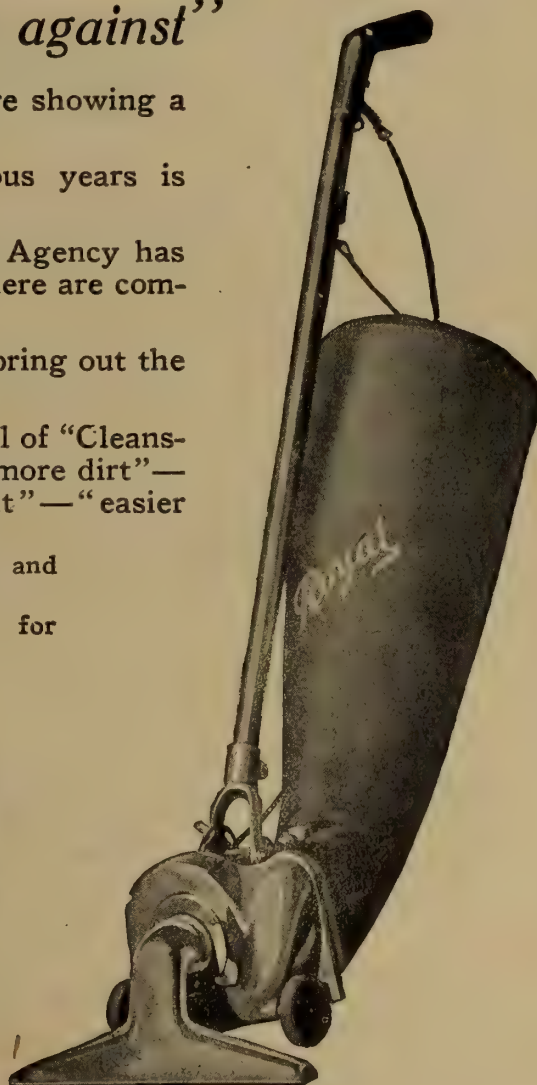
ROYAL Dealers are doing the business and making profits.

We still have a few territories open for dealers who know how to sell.

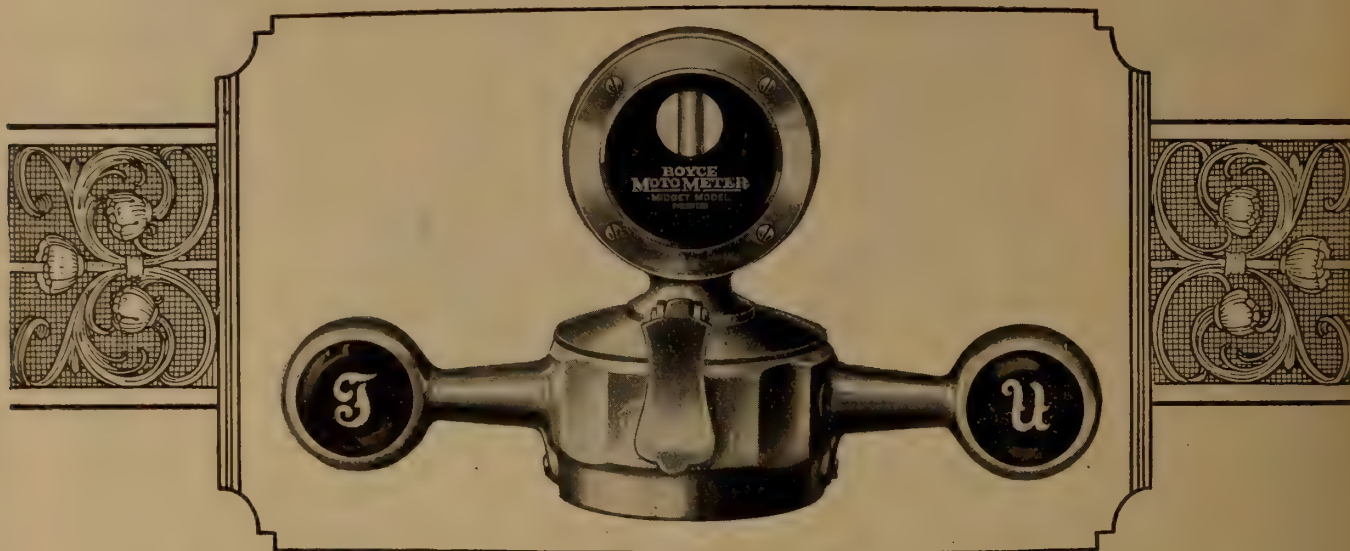
ROYAL
 QUALITY SERVICE
ELECTRIC CLEANER

Cleans by Air-Alone!

Made in Canada by
 Continental Electric Co., Limited
 507 King St. East, Toronto.



ANNOUNCING A NEW SALES POLICY



The Aristocrat Model **BOYCE MOTO METER**

DESIGNED for installation on the Ford Car—but it may now be adapted for use on such other good cars as:

OVERLAND	MAXWELL
CHEVROLET	GRAY DORT
STAR	

The Aristocrat Model BOYCE MOTO-METER as furnished by this company is for use on the Ford car. Your jobbers can now supply you with *special inserts* which will *instantly adapt* this model for use on all cars mentioned above.

Special Feature

Effective immediately, we will furnish with the

Aristocrat Model, special name plates for the cars mentioned above—in any quantity without extra charge, when so ordered.

In addition, the postcard packed with each Aristocrat Model BOYCE MOTO-METER will entitle the owner to his choice of initials or fraternal insignia, *without charge*, for inserting under the bull's eyes at ends of the arms on the cap.

Ask your jobber for full particulars today, as this important change means that dealers will be able to very greatly *reduce their investment*, and at the same time *increase turnover*, which of course means *increased profits*.

List Price
Aristocrat Model
Boyce Moto-Meter
for the Ford
\$7.00 each

BOYCE MOTO METER

Your Car Deserves One

List Price
Special adapters
\$1.00 Each

To display the BOYCE MOTOMETER SERVICE STATION SIGN is to attract trade, not only on our line but all other nationally known brands of automobile equipment. We earnestly solicit the support of every good dealer to use this means to build more prestige both for himself and for us.



Ask 'Em to Buy



"GUTTA PERCHA"

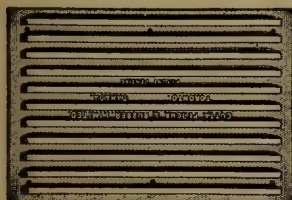
AUTOMOTIVE EQUIPMENT



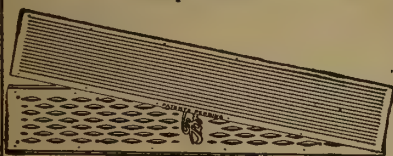
Rubber Headed Mallets



Sealtite Patches



Step Pads



Running Board Mats

A line of well-liked equipment that is already "solid" with motorists. You don't have to argue and lose time in selling it; auto owners are ready to accept "Gutta Percha" Equipment when you offer it. It is tried and proven; a tested salesmaker and a and a creator of "repeat" orders.

"Quality all Through"

Gutta Percha & Rubber LIMITED

Head Offices and Factories, TORONTO

Branches from Coast to Coast



The Viking Line

of Summer and Winter SPORTING GOODS



SELF STEERING SLEDS
with "T" Section Steel Runners



WOOD TYPE SLEDS
with Drawn Steel Rod Runners

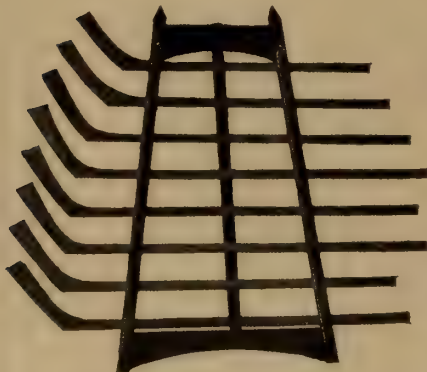
Extremely attractive finish, color scheme and decoration.

Hockey Sticks

High Grades for professionals and standard grades for general trade distribution.

Domestic Wood Specialties

We manufacture a high grade line of wood specialties which include steps, stools, ironing boards, etc.



Canoes

Rice Lake Canoe Crown Plate preserves full strength of all parts without reduction on tapers and ties all together by three strong rivets to Metal Crown Plate.

Ski Harness

Ski Harness and Poles of the best domestic and imported designs.



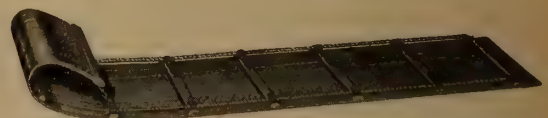
The Viking Ski

Patterned after the best Norwegian make. Made from selected edge grain, mountain white ash billets and hickory. We are distributors in Canada of the famous "Ostbye" Ski.



Toboggans

Maximum of excellence in design and construction has been achieved. Made in two styles.



ORDER YOUR FALL STOCK NOW

Rice Lake Canoe Company, Limited

Cobourg

Ontario

WESTON WRIGLEY
Editor and Publisher
C. H. BROOKS
Advertising Manager
W. J. CROWLEY
Montreal Representative
H. ABRAMS
New York Representative
JOHN D. ROSS
Chicago Representative

HARDWARE

ACCESSORIES - SPORTING GOODS
PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT
A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

A Consolidation of
HARDWARE and
ACCESSORIES
CANADIAN TIRE and
ACCESSORY JOURNAL
and the
CANADIAN HARDWARE
JOURNAL
Established 1909

VOL. 15—No. 10

8 UNIVERSITY AVE., TORONTO, OCTOBER, 1923

\$1.50 Yearly in Canada

ADVANTAGES OF PAINTING IN FALL

SOME of the live paint concerns are pointing out to their trade the advantages of painting in the fall of the year, and so are increasing their sales of paint.

First, they state, there is a long period of settled weather in the fall, when painting can be done with better results than at any other time of the year. Troublesome insects are out of the way, and the work is not marred in this way.

The wood is dry. It is dryer than it is in the spring, and there is less danger of the work being spoiled by storms. The paint forms a better contact with the wood, and will last longer.

Exposed surfaces are more in need of protection against the storms of winter than they are of those of summer. Winter is more destructive to buildings and fences than summer. A rain storm is soon dried out of the surface of a building in the summer, but moisture gathered in the late fall and early winter often remains in the fibre of the wood in the form of frost, until spring, conducting its deteriorating influences for many days at a stretch.

Building operations are reduced as the end of the year approaches. This liberates many workmen for the task of painting, and the work can be accomplished in less time than it would otherwise take.

People in the farming communities have more money in the fall, after the crops have been sold, than at other times of the year. This is true even in the dairying districts, for the annual crops returns are available in addition to the periodical cream checks.

These are a few of the reasons that can be used to advantage by the paint seller to encourage his customers to buy and apply paint to their properties. Others can be added by the thoughtful merchant, making an excellent sales talk that will "bring home the bacon."

CHAIN STORES MAKING HEADWAY

A CONVENTION of grocers' chain stores was recently held in New York City, about 80 delegates representing 35,000 grocery stores. It matters not what one may think of Chain stores for distribution, whether they represent the ultimate type of service the public desires and deserves, or not—the convention demonstrated one thing, and that is, that they have come to stay. They are growing. They have not made any pronounced headway in the Hardware line.

There are several things that we may consider in this connection. They are getting together. One Chain store head was desirous of getting some information. He wrote to five Chain stores; four at once sent him the information desired, and the other man said if the questioner would come to his place of business he would show him his method of doing just what he was after, in other words,

would show him all the books, records, etc. That is true Association spirit, as we practice it in the Hardware trade, and it applies to manufacturer, jobber and retailer.

It would seem that with the high-priced men at the head of these Chain stores that they would have evolved every possible method to safeguard their interests. On the subject of honesty of clerks, the elimination of losses by collusion between clerks and customers, they report that the human element must, as always, be taken into consideration at all times, it matters not whether cash registers, adding machines or other safeguards against dishonesty are used. The only absolute protection against dishonesty was the employment of honest men. The only advantage of automatic devices was the added convenience of checking up totals and this was valueless in cases where clerks did not enter or ring up all items, or the charging up of all of them. While cash registers do not prevent dishonesty, the sales slips offer great help in detecting it.

What the Chain stores think of rents is of interest. They believe the peak has passed, especially in some cities, chiefly those of an industrial nature. In other cities, however, there has been a great increase.

Some of the Chain stores have found it advantageous to move away from the busy centers, to get nearer the farmer, and in some instances to return to the old-time exchange of merchandise.

Business is in constant evolution and it behooves the live Hardware merchant to keep in close touch with changing conditions.

CANADA'S AGRICULTURAL WEALTH

THE gross agricultural wealth of Canada for 1922 is estimated at \$6,774,461,000, as compared with \$6,831,022,000 in 1921, the net decrease of \$56,561,000 being due chiefly to the fall in the value of farm livestock. This estimated value is made up of the following items:—Lands, \$3,196,876,000; buildings, \$1,035,712,000; implements, \$391,660,000; livestock, \$681,887,000; poultry, \$41,481,000; animals on fur farms, \$6,675,000; and agricultural production, \$1,420,170,000.

Saskatchewan farm lands are the most valuable in Canada, surpassing those of Ontario by more than a hundred million dollars. Ontario, however, leads in the value of building, Saskatchewan taking the lead again in implements. Ontario leads in livestock and poultry; Prince Edward Island in fur-farming animals; and Ontario in agricultural production.

By provinces the total agricultural wealth is as follows:—Ontario, \$1,878,423,000; Saskatchewan, \$1,555,652,000; Quebec, \$1,233,429,000; Alberta, \$773,174,000; Manitoba, \$657,269,000; British Columbia, \$270,893,000; Nova Scotia, \$186,633,000; New Brunswick, \$146,850,000; and Prince Edward Island, \$72,138,000.

STIMULANTS FOR SALESMAN

OCCASIONALLY a merchant finds it advisable to show his employes that he knows exactly what they have been doing. This realization that an employer isn't asleep at the switch naturally has a wholesome effect upon those employes who need to feel that their work is being watched. It also tends to make the conscientious employe feel that his efforts are appreciated.

One Ontario hardware store uses a little blackboard in the rear of the store to "keep tabs" on its sales force. This blackboard not only shows the total sales of every salesman during the past thirty days, but it also shows the total sales of every salesman during the corresponding period during the previous year.

This little blackboard has been in constant use for three years. That it hasn't tended to arouse dissatisfaction among the salesmen whose names are listed for the entire force to see is shown by the fact that names which appeared on the board three years ago still are listed. This merchant recently asked his employes whether the blackboard should be continued and the vote for its continuance was unanimous.

The conscientious employe does not object to having his work charted in black and white; the shirker usually braces when he finds "his sins have found him out."

CAUSES OF BUSINESS FAILURE

As Tabulated by Bradstreets from Records for the Last Ten Years	1911	12	13	14	15	16	17	18	19	20
Personal Causes	31.4%	29.7	29.2	29.4	27.5	30.3	31.9	33.2	30.3	32.3
Lack of Capital	27.0	30.2	28.6	28.0	29.9	33.2	35.5	36.5	38.2	32.5
Incompetence	10.6	10.3	11.1	9.5	6.3	6.7	5.7	5.8	7.0	7.0
Fraud	4.1	4.6	5.1	5.6	5.4	6.0	6.8	6.7	5.6	6.6
Inexperience	2.2	2.0	2.0	2.2	1.9	2.4	2.2	1.5	1.7	1.3
Neglect	2.0	2.0	2.6	2.5	2.4	1.9	1.9	1.3	1.3	1.6
Unwise credits	.9	.7	.8	.9	.6	.6	.6	.6	1.1	1.2
Extravagance	.7	.8	1.1	.7	.4	.4	.4	.4	.7	.6
Speculation	78.9%	80.3	80.5	78.8	74.4	81.5	85.0	86.0	85.9	83.1
Total	16.9%	16.5	15.3	16.4	18.9	13.4	11.9	11.9	11.3	14.4
Outside Causes	1.3	1.3	1.9	1.8	1.0	.9	1.0	.9	1.7	1.2
Specific conditions	2.9	1.9	2.3	3.0	5.7	4.2	2.1	1.2	1.1	1.3
Failures of others	21.1%	19.7	19.5	21.2	25.6	18.5	15.0	14.0	14.1	16.9
Competition	100%	100	100	100	100	100	100	100	100	100
Total—outside	Grand Total									



GET READY FOR THE INDOOR MONTHS
CLEAN UP AND PAINT UP!

MAKING YOUR STORE
SPORTSMEN'S HEADQUARTERS

HOW shall I capture the sporting goods business in my town?"

Quality, price and reputation are and always will be the big factors in the correct answer to this problem. Fortunately, however, it happens that there are other forces which may be marshalled by the astute merchant and used to a decided advantage in directing the flow of sportsmen's patronage away from competitors and into your establishment. There are also many ways to increase the demand for sports equipment.

A summary of the ideas which have proved successful have been compiled by the Winchester Company are recommended for study.

A Bulletin Board on which you post:

National and local sport victories

Pictures of champions;

Local information on fishing and hunting conditions;

Condition of the roads; safety of ponds for skating;

Sport statistics of general interest;

League schedules.

Have available organization and maintenance literature on:

Baseball, basketball and other league sports;

Trapshooting;

Rifle Clubs;

Skating races, carnivals, etc.;

Golf and tennis grounds.

Be prepared to serve on a committee and to lend your help and advice.

Provide a meeting room for organization and committee meetings. (This to be available evenings only if you so desire).

Employ trained clerks who have known sports through personal participation in them.

Display cups, medals, trophies, big catches, game and other objects the sportsmen will be interested in.

Sell tickets for sporting events.

Run a local fishing contest.

What is the mood of a man who comes into your store to buy sporting goods? It is quite obvious that the man is a seeker after rest, recreation, relaxation and sociability. Cater to this mood. It is the common sense thing to do. Too many dealers have their stores "keyed up" to such a high sales pressure that the customer feels uncomfortable.

Seek out and cultivate the friendship of local leaders in sports.

These men exert a very considerable influence in molding the opinions and buying propensities of the rank and file of amateurs.

There is the popular sport, the fellow who is active in baseball, basketball, etc., and then the "old timer," the man who has spent all his life fishing and hunting. Get these men into your store. Give them preferred treatment, and whatever the cost, it will be returned many times.

In other words make your store a greenhouse for the growth and cultivation of a greater interest in athletics.

Don't Be So Saving You Forget To Sell

A Merchant Can Afford to Spend One Day Each Month for Buying New Goods—
The Other 29 Days are Selling Days—A Few Minutes
Each Night for Replacements.

By JACK MEHAN

A buyer's market! So much has been said on that score and it has been so oft repeated that most of us are value hunters—we are shrewd buyers. The salesman who takes our order today must have not only the very goods we want, but must have low prices, quick service, and attractive terms.

"The manufacturer and jobber must do a flip-flop and forget the soft times (for them) when we dealers bought and then begged for shipments of anything on any terms.

"Yes, it's all different and today we are buying shrewdly and cautiously, seeking the profitable saving to be made in lopping off a penny per article here or a nickel there.

"We are not widely different from a business man in another line. We only want value for our money, we know that 'shopping' will get it.

"Frequently, overstocks are sold at jobbers' costs. Bankruptcies throw carloads of good merchandise our way at alluring prices. Obviously, the salesman who would sell us today must meet keen competition.

"Any dealer can go to the city and bring home all he can pay for at bargain lot prices. Mail order jobbers are able to save the dealer a goodly margin. Manufacturers are going around the jobber and selling us through direct agents who save us money."

The foregoing is quoted from a well-prepared talk given before a group of automotive dealers at a recent meeting. The speaker said much more, quoting experiences in buying economies, citing examples of job-lot purchases, and embellishing his remarks with apt stories that drove home the point that it is a "Buyer's Market."

His address was well received and a majority of those attending went away keen to pursue his counsel, to buy more shrewdly and force the seller to "come to them." In that community the doctrine of close buying was established for weeks to come.

What Happened?

But what happened? Just what always happens when a man gets off the main road and tries to make speed on the switch track.

The dealers became such clever buyers, so interested in saving on purchases, that they forgot to sell. Not exactly that, either, but they were so busy buying, spent so much time saving on purchases, that they had no time left to sell.

They overlooked the real truth of business success—that merchandising is split three ways—buying, selling, and serving, and of these the least is buying.

One dealer for example, interviewed every salesman that called, quibbled and quarreled over terms, prices, and every fact concerned. He visited the city and sought bargains. He tried mail order houses, gyp jobbers, agents, and factory-to-you exclusive agency plans.

He spent hours studying catalogs, on trains, and in interviews with salesmen.

In fact, a record shows that of every working day he spent four hours and twelve minutes buying goods. He gave 52% of his time to making economy; but it's doubtful, oh, very doubtful, if he saved 52% on the average of his purchases.

This is a Classic

Needing some spark plugs, another dealer went from one jobber to another and finally bought 1,500 plugs at a saving of 7 cents each. His capital thus invested, he went home happy.

He talked plugs and worked them hard but sometimes a customer wanted a fan belt, an oil cup, a hydrometer or other items. He didn't have 'em for his money was all in plugs.

In desperation, he finally sold them out at 25c, below the usual sale price, got his money invested in a wider line and commenced doing business.

He saved (?) 7 c. x 1,500 or \$105 on the deal, and lost 25c c. x 1,500 or \$375 in profit.

He swore off saving money on quantity purchases and left such business to Woolworth and the chain stores.

Other cases could be quoted but the principle is the same. A merchant is first of all a seller. Next a server. Then, if he is selling a good volume, and holding the trade by serving them well, buying is to be considered.

Whenever a hardwareman or any other retailer retailer inverts this order of things he gums up his own works.

Sell first, serve all the time, and then buy the needed supplies. Sell and serve. The buying is easy.

A merchant can afford to spend about one day a month buying new goods, new equipment and considering any new departure in business. The other twenty-nine days are selling days and a few minutes at night will do to send off the order for replacements of stuff sold that day.

When Turnover Counts

The profit on a dollar invested is far greater if turned more often so the quantities bought must always be small.

A little of everything well displayed. Ask 'em to buy. Sell fast, order more, but never overload.

The profit on supplies bought from reliable sources will average 33 1/3% and that's enough if enough goods are sold.

WHAT \$100 WILL DO

Those dealers who do not know the advantage of quick sales will be interested in the following table, which shows the very great advantages resulting from quick turnover. It is based on the careers of four \$100 bills invested in business for the term of ten years at a profit of 20%, and turned over with their respective profits at various intervals. The difference in earning power is almost incredible, but can be easily verified:

\$100 turned every two years, at 20% profit, for ten years.	305.18
\$100 turned every year, at 20% profit, for ten years	931.00
\$100 turned every six months, at 20% profit, for ten years.	10,844.16
\$100 turned every three months, at 20% profit, for ten years.	\$891,752.50.

Jobbers Annual Convention and Banquet

Successful Convention and Dinner Held at Montreal—S. Rae of London is New President—
Robert Hobson, Steel Company of Canada, Outlines Business Conditions.

WHOLESALE hardwaremen in Eastern Canada held annual convention at Montreal on October 3, delegates being present from all the leading jobbing centres in Ontario and Quebec. The Maritime Wholesale Hardware Association sent two fraternal delegates, and the Ontario Retail Hardware Association was also represented by President Fred Smith, Belleville, Secretary, W. F. MacPherson, Prescott, past president Geo. E. May, Toronto; and Honorary Secretary Weston Wrigley, Toronto. Messrs Smith and Macpherson officially represented the views of the Ontario Association to the members of the Canadian Wholesale Hardware Association.

The wholesalers met in convention at the Mount Royal Hotel during the day and acted as hosts to about 150 manufacturers and others in the evening. No official pronouncement was made but it is understood that efforts are to be made to stabilize the market and endeavor to eliminate the trade disturbances existing during the past year in both Eastern and Western Canada, a continuance of which would threaten the existence of the jobber's organizations.

Thomas Birkett, Ottawa, who has been at the helm as president for two years, has been succeeded by Simon Rae, of D. H. Howden & Co., London and Toronto, the new executive being as follows:

Officers for 1923-4

President: Simon Rae, D. H. Howden & Co., London Ont.

Vice-president: Hector Prudhomme, A. Prudhomme & Fils, Ltd., Montreal.

Secretary-Treasurer: H. J. Badden, Hardy & Badden, Toronto.

Executive Committee: Geo. C. Davis, Frothingham & Workman, Ltd., Montreal; R. Landis Codere, Fils & Cie, Sherbrooke; Geo. W. Murphv, J. S. Mitchell & Co., Sherbrooke; J. McD. Wilson, Chinic Hardware Co., Quebec; A. J. Teakle, Herman Young Co., Quebec.

The Annual Banquet

President Thomas Birkett presided at the dinner, which was a very pleasant affair, a jobber acting as host at a series of individual tables.

"Canada," the first toast was responded to by W. B.



THOMAS BIRKETT, Ottawa
Retiring President Canadian Wholesale Hardware Association.

Lanigan, general freight traffic manager of the Canadian Pacific Railway.

"Those of us," said Mr. Lanigan, "who are approaching that stage of life that the poet has described as the sere and yellow stage, and others, more practical, as "dodderr-ing imbecility" are wont to regret the past; its romance, its simple pleasures and old associations; the hours we spent in the village blacksmith shop; the pleasant clang of the hammer in the lazy summer air as the smith and his helper struck the hot iron with alternate stroke; the pungent odor of burning horse hoof; or watched with boyish wonder the transformation of the cunning artificer from the crude iron bar to the fitted shoe; the old swimming hole on the cool river; the clatter of hoofs on the deck of the covered bridge; daily parliament at the general store; the leafy lanes; the sheltered spot where we leaned or sat on the old rail fence in the primary stages of the first romance. Days gone forever. Gone, I regret to state, mainly through the



ARTHUR J. HARDY
of Hardy & Badden, Toronto.



HAROLD J. BADDEN
Secretary Canadian Wholesale
Hardware Association.

ingenuity of the worker in steel and in iron, and the introduction and wide distribution of his labor saving inventions throughout the Dominion, by the members of this Association. The smithy has become a garage. The swimming hole and the Saturday night tub have been displaced by modern plumbing and the universal standard sanitary ware; the old bridge is replaced with reinforced concrete; the pleasant clatter of hoofs by the motor horn; the political congress at the general store with rural 'phones and rural mail routes. This, gentlemen, seems to be a sufficiently strong indictment of your activities, but the crowning accusation I have to make against your members is the death blow you have dealt those romantic episodes of yore that held their sessions on the old rail fence. The substitution of barb wire, for which I cannot regard you as guiltless, has robbed the old rendez-vous of all its former charm. In the language of one of our modern poets "them days have gone forever".

"When I entered the service of the Canadian Pacific Railway, as a young man there were two popular phrases in the public mind; "the National Policy" and "the National Highway". Both have played a dominant part in the history and development of our country. The Canadian Pacific was truly National; National in its inception; National in its purpose; National in its extent; National in its management; and National in its success. Its lines span a continent and its ships traverse the oceans whose waters

have our eastern and western shores. It has carried the story of Canadian enterprise and opportunity to the far corners of the earth. It is the largest tax-payer in the Dominion. Its credit freely backed the stress of Empire and it is one of the largest, if not the largest, contributors to Canadian loans. It has been sanely, honestly and efficiently managed; a patriotic and successful management that has redounded to the credit of Canada.

Canadians Should be Optimists

"Look out at our fields glowing gold with the harvest; our orchards red with autumn fruits, and consider we have yet 25,000,000 acres of virgin soil untilled, served by our railway systems on the broad prairies of the west. Consider the wealth of field, forest, mine and water power still untouched—truly a goodly heritage, not for ourselves alone but for humanity; for the landless man; for the man looking for the reward of honest effort; for the man aspiring to the responsibilities of Canadian citizenship. Consider the pioneer, as years go, only a short time ago, struggling to clear the bush for land to till, without school, hospitals, neighbors, railways, rural phones, mail deliveries, roads, bridges or markets. Today Canada offers all these, none of the hardships or the deprivation our fathers underwent bravely and without complaint. Read the history of French settlement of this province and add to all these deprivations the fear of savage attack; the story of desperate courage, endurance and martyrdom. That is our most sacred heritage—the spirit of courage, sacrifice and endurance with which our fathers made all we have today possible.

"How few of us know Canada; have read the history of those beautiful provinces by the sea; read the names of writer, poet and statesman by whom they have enriched our national records; know the beauties of its coast, the wealth of its fisheries. Do we even know this province, with its wealth of history? Have you read the stirring legend carved under the monument to Maisonneuve? His glorious promise that were every leaf of every tree on the Island of Montreal an Iroquois it accorded with his honor to accomplish his mission, and to the fulfilment of that pledge, the City of Montreal stands today his greatest witness. Does the story of Dollard and his brave companions stir this generation with patriotic fervour? This is a bilingual country; two races must dwell in amity and peace to the upbuilding of a common country. To understand the heart, the sentiment, the tradition of our fellow citizens of French extraction we must speak the tongue that proclaimed the discovery of Canada. Let us have the ambition to be not part Canadians, but whole Canadians speaking the two native languages of our common country. Let us know the vast fertile land of our sun lit prairie—it is yet a half told tale—a new empire in the making. Let there be no talk of division between East and West. This is Canada one and indivisible. The man, be he either Grit, Tory or Progressive, that creates sectional controversies, instead of solving mutual problems, is a traitor to the Dominion and should be hounded from public life.

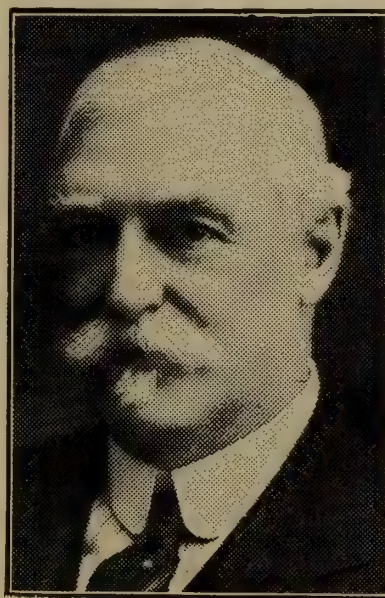
"What land on earth can boast the scenic beauties of mountain, valley and shore of our sunset province? The land of the green valley and the rushing river. The wealth of forest, orchard, fisheries, water powers and harbors are hers. Truly, Canada is a fair country and a goodly heritage. Who can survey this Dominion; its wealth, its opportunities; its people, and sound a pessimistic note as to its future? Rather as we look over the beauty of its woodlands; its mighty rivers; its smiling fields; its ripening orchards under the autumn sun, thank God for our heritage, and say with honest patriotism, "This is my own, my native, land".

Response to Our Guests

Fred B. Smith, Belleville, president of the Ontario Hardware Association, and Percy D. McAvity, St. John, N.B., President of the Maritime Wholesale Hardware Association, briefly responded to the toast of "Our guests," being followed by C. F. Bennett, of the Stanley Works, New Britain, Connecticut, who said he was one of those "Americans" who looked upon Old England as a common mother to both Canada and the United States.

Robert Hobson, president of the Steel Company of Canada, Hamilton, said we could congratulate ourselves that we are not in Great Britain today, there being 1,300,000 out of employment and the country cursed with a dole system which did not encourage a return to work on the part of many.

"I know of no country better than Canada," continued Mr. Hobson, "In the United States the savings bank returns show the savings of the people to be \$50 per head but Canada outdistances that with \$144.06 per head without in-



ROBERT HOBSON, Hamilton
President Steel Company of Canada.

cluding the deposits in Canadian loan companies. There is no "whisper of death" in this or in the total of subscriptions of \$200,000,000 to the Canadian Government Refunding Loan, for which only \$50,000,000 was originally asked."

Mr. Hobson referred to the wonderful developments made since he had first attended the Wholesale Hardware Convention as a representative of the Steel Company of Canada nearly twenty years ago, and stated that the policy of his company then, and now, has been to work for stability in the iron and steel markets. Regarding market conditions he then said:

Must Strive for Stability

"I know that you are aware that the Steel Company of Canada has always endeavoured to establish stable conditions as affecting resale markets.

"By stable conditions I mean fair prices yielding a proper return to the distributor. It has always been our belief that, under such conditions, the jobber was better off than if, on the other hand, it was possible for him to depress the price paid for the goods without a knowledge, however, of the figure at which he could dispose of them.

"In other words, that uncertainty in buying led to uncertainty in selling and resulted in reduced profits.

"Looking over the past year, during which values gener-

ally have risen, we have had ample evidences that our policy is founded on sound principles.

"One of the most important lines in which you are interested, and in which we are interested, has been surrounded with the reverse of stable conditions and, as a consequence, I am sure it is abundantly clear that the buyer is more interested in the price at which he can sell rather than how far his purchase price can be lowered.

"The creation of proper distributing conditions must mean proper co-operation between the producer and the distributor, and a full realization of the advantages of such co-operation on the part of all will, I am sure, add much to the satisfaction and profit with which we are all able to conduct our business.

"In many lines, it is true there exists an over capacity for production and, I think, under such conditions a responsibility rests upon the distributor to avoid encouraging new units which are most likely to disturb the very conditions which the distributor should be most anxious to have upheld."

Col. Arthur F. Hatch, Stanley Works of Canada, Hamilton, and vice-president of the Canadian Manufacturers Association, gave one of his characteristic humorous and patriotic addresses, the humor being accentuated when he referred to the Canadian National Railways buying steel rails in the United States arguing that Canadian money should be spent in Canada. Mr. Hobson, however, pointed out that the rails referred to were to be used on Canadian National Railway branches in the United States.

H. C. Hole, of the Canadian United Manufacturers Agency, London, England, representative of Taylor-Forbes Company, Guelph, in the Mother Country, added to the fun by taking Robert Hobson to task for his gloomy picture of conditions in England. "The Old Country is all right," said Mr. Holt, "business is bad and the total tax averages 50 per cent of our income but we pay our debts. The money we owe we had to borrow to protect our friends and if our friends, not our sons and daughters, could only pay us off it would not take us long to balance the debt account."

Tribute to Late Secretary

Charles E. Brittain, formerly of Cowan and Brittain. (now the Stanley Works of Canada), Gananoque, was called upon to speak, and welded a link with the past by recalling how the friends he now met at the wholesale hardware banquet were the sons of his old friends of a generation or two ago. Quoting Shakespeare and speaking bravely and feelingly, Mr. Brittain said that though his eyes were dimmed, his hearing gone, and his voice was piping, and to-morrow he might be with his old friends of yesterday, he gave a message of good cheer, and in closing paid tribute to his old friend, James Hardy, who had passed on since last year's convention.

President Birkett called for a tribute to the late Mr. Hardy and all present stood with bowed heads as a token of esteem for the man who had been secretary of the Canadian Wholesale Hardware Association from its inception until a few months ago.

Harold J. Badden, the new secretary of the Wholesale Association, was then called upon and paid his tribute to his late business chieftain, on whose staff he had been for seventeen years, and promised to follow as closely as possible to Mr. Hardy's policies during his service as Mr. Hardy's successor.

Simon Rae, London, the new president, was introduced and briefly responded by referring to the work of the wholesale houses in assisting the retailer—and also carrying the stock of manufacturers—during the period of depression—which we have just passed through.

"Our Hosts" was the last toast proposed, James Hossack, Lufkin Rule Company of Canada, stating that he didn't know why wholesalers were so generous in entertaining the manufacturers at elaborate dinners every year, but as they did it year after year he proposed their long life and prosperity.

Guests at the Banquet

S. H. Alexander, Hamilton; John R. Anderson, Montreal; Jas. Arnold, Brockville.

Thos. Blaikie, D. J. Black and Geo. Boyd, Montreal; J. S. Bliss, Niagara Falls; Thos. M. Birkett, Ottawa; Chas. E. Britton, Gananoque; C. F. Bennett, New Britain, Conn.; Harold J. Badden, Toronto; A. Beaudry, Montreal.

Chas. Codere, Sherbrooke; D. P. Cotter, Montreal; T. R. Coates, Toronto; Col. J. A. Currie, Collingwood; Geo. A. Childs, G. J. Crowdy, W. A. Currie and H. Cumming, Montreal.

Geo. C. Davis, Montreal; Alex. Donald, Hamilton; H. Walter Dorken, Montreal; Leslie Drake and Jos. Dowling, Montreal; Percy Dietrich, Galt; W. Alfred Dansereau, Montreal.

B. Y. Elkin and S. E. Elkin, Montreal.

R. D. Fleming, Hamilton; Geo. E. Foster and P. T. Flanagan, Montreal; D. R. Fowler, Brockville; P. Flaherty, Hamilton.

A. E. Gilverson, Toronto; Alexander Gibb, Alex. C. Gibb, E. Goodwill and Joseph Gervais, Montreal; H. B. Greening, Hamilton; D. F. Griffith, Hamilton; R. Grubb, Montreal; N. F. Gundy, Toronto.

D. E. Hamilton and A. H. Hough, Montreal; H. P. Hubbard, Hamilton; Geo. Henderson, Montreal; J. A. Hossack, Toronto; R. Hobson, Hamilton; G. A. Hood, Gananoque; E. Howson, Peterboro; Arthur J. Hardy, Toronto; Col. A. F. Hatch, F. M. Hatch and Harry Hatch, Hamilton; R. C. Hole, London, England.

W. J. Irving, Montreal.

A. Jeanotte, Montreal.

W. P. Kearney, J. E. Kelly, Montreal.

R. Langis, W. D. Lewthwaite, W. L. Lanigan, F. S. Laythe and A. Letang, Montreal; W. J. Lind, Toronto.

Geo. May, Toronto; Geo. W. Murphy, Montreal; J. W. Millard, Hamilton; D. E. Malcolm, J. G. Manseau and R. B. Miller, Montreal; C. G. McGhie, St. Catharines; Arch. MacFarlane, Montreal; W. F. MacPherson, Prescott; P. D. McAvity, St. John, N.B.; W. G. McCutcheon, Ross H. McMaster, F. A. MacDonald and E. G. Merrill, Montreal.

J. C. Newman.

R. M. Oxley.

Norman Philip, L. S. Peck, Jas. S. Parkes, Alex. Prudhomme, Hector Prudhomme, J. A. Prudhomme, James Preston.

R. H. Roper, H. Rooke, J. W. Richardson and P. W. Robinson, Montreal; S. Rae, London; G. Rogers, Charlottetown, P.E.I.

F. B. Smith, Belleville; N. Slater and Geo. Spence, Hamilton; J. A. Seythes and H. Southall, Toronto; E. Leslie Seybold, R. W. Smith, Herbert B. Seybold, Gordon C. Seybold, E. L. Sennet and Col. Robert Starke, Montreal; J. E. Stone, New Britain, Conn.; R. M. Smith, Montreal; W. C. Springer, Belleville; J. H. G. Scott, R. O. Stevens and H. E. Smallpiece, Montreal.

Adam Taylor, Guelph; A. J. Teakle, Quebec; E. M. Thurber, Port Hope; C. Taber, A. L. Telfer, J. R. Terrill and B. A. Taylor, Montreal.

John McD. Wilson, Quebec; C. A. Whitwam, London; A. E. Warren and C. J. Walker, Montreal; Weston Wrigley and T. B. Williamson, Toronto.

W. R. Yendall, London; E. Yon, Montreal.

Ideas For Seasonable Window Displays

Harvest, Thanksgiving and Christmas Gift Displays Should be Planned
Now in Order to Get Best Results.

EVERYBODY knows the game of checkers and the expression—"It's your move now." This idea can be used as the basis for a window display and can be made to help move a lot of odds and ends.

In the center of the window and well towards the front put a checker board with the men on it all ready to begin to play.

Around this put the display of merchandise in about the same manner as in the general custom, with price tickets.

Directly over this checker board suspend a large sign worded as follows:

"IT'S YOUR MOVE NOW"

Timeliness is a factor in merchandising as well as in anything else. And timeliness pays in merchandising as well as in any other line of endeavor.

A ONE ARTICLE DISPLAY

A window display is generally thought of as showing many articles but a display in which just one article is used can be made as attractive a display as any.

Borrow a mahogany foot stool from a local furniture dealer and put this in the window towards one side and at an angle to the back of the window. Over this carelessly drape a piece of royal blue plush and let it carelessly run along the floor of the window.

One of the articles to be featured is then put on the top of this stool.

A soft, mellow light should be used in the window and the effect it produces on the deep blue plush will be most attractive. This display will sell considerable of the articles displayed regardless of the fact that only a single article is used. It emphasizes the quality of the goods as well as any display could do.

A PRIZE WINNER DISPLAY

A retailer who likes to put in attractive window displays can use what might be termed a Prize Winner Display and it certainly will be a prize winner.

Use large show cards around the window and on one side of these put large rosettes made of blue ribbon to resemble the blue ribbon prizes that are awarded at fairs. In the center have stamped in gold the words, "Prize Winners." And on one of these pieces of ribbon that hang down have stamped the name of whatever is being featured in the window. The reading matter to take up the other side of the show cards can be as follows:

"Blank's

are prize winners in every respect.

Use them and they will win you.

Blank's price, \$5.00."

And the price ticket on each article in the window should have a little piece of blue ribbon pasted on it to resemble the blue ribbons that are awarded in exhibitions.

FEATURING THANKSGIVING

The T. Eaton Co., Toronto, conveyed the impression that Canada is the land of plenty. The central feature was the figure of a farmer in characteristic attire, with a pitchfork in one hand and his other hand extended toward the figure of "Canada" at his right. Products of the field and orchard were profusely exhibited in the window, with cards comparing this year's estimated yields of several farm products with those of last year's.

A WHEATFIELD EFFECT

A Winnipeg store introduced the effect of oats and wheat apparently growing around the entire front of the store. The effect was obtained by standing grain flat against the store and holding it in place with narrow strips of board. The spaces between the goods exhibited inside the show windows were occupied with sheaves of grain and stacks of vegetables and fruits. Sticks thrust into the farm products carried large yellow cards, cut out to resemble either pumpkins or sheaves of grain. These cards bore such announcements as the examples given below:

"Sheaves of Golden Bargains to Pitch into the Thresher of your Winter Needs."

"Bumper Crop of Bargains."

"Secure a Sheaf or two of Bargains."

"Wonderful Harvest Values Piled in Gleaning."

"Shocks and Surprising Snaps."

THE HARVESTING CREW

A Vancouver store devoted two displays to Thanksgiving. These narrow windows were located at each side of the entrance and were little more than showcases, as the entrance is wide. At the inner end of one window was a selection of pumpkins, cabbage and a sheaf of corn. At the front end of the trim, near the street were four little dolls in harvesting dress, standing around a toy wagon, drawn by toy horses, and loaded with hay. At the inner end of the second window was a display of all kinds of fruits, with a similar harvesting wagon exhibit at the front end. Sprinkled freely among the goods in each window were ears of oats and wheat.

HAS YOUR TOWN A RIFLE CLUB?

THE possibilities for the sale of guns and ammunition in hardware and sporting goods stores are enormous, much greater than the average person's conception. One does not have to be a seer to discover this. If you will take account of the situation, you will see what great, fertile field lies before you in the arms and ammunition line. In the United States, there are about 2,100 wide awake trapshooting clubs, about 1,900 rifle clubs, about 3,000 fish and game clubs, some 25,000 trapshooters, 15,000 riflemen and around 8,000,000 hunters. Figure any way you please and you can't get away from the fact that these sportsmen and sportswomen shoot up a tremendous amount of ammunition every year.

Trapshooters are active all the year round. There is no closed season for the sport, being just as popular on the coldest as on the warmest days.

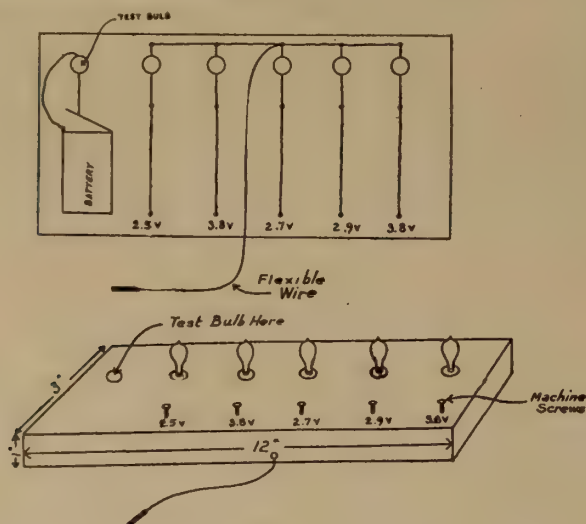
The rifle shooters use the outdoor ranges in the summer and shoot indoors in the winter. It is a poor town that hasn't either a trapshooting or a rifle club or both, and where there isn't one it is up to the merchant to see that one is started right away. He will have no trouble getting assistance to put over the project because the ammunition manufacturers have men who will be glad to give aid in this connection. The promotion of trapshooting and rifle clubs is one of the means of creating a use for arms and ammunition and getting boys and men interested in a recreation that will be of material benefit to them. Shooting brushes away the cobwebs because to shoot well one must concentrate. Without concentration it is impossible to make good scores.

Selling Help for Flashlight Batteries

Description of a Device that Shows Your Customer
You are Selling Dependable Merchandise.

NOWADAYS with so many different stores selling flashlight supplies, the progressive hardware merchant who would keep his trade must look to his laurels. An extra grade of service is necessary to convince the customer that he is surer to get better batteries at your store than at your competitors. There is no better way of doing this than using a testing device before the customer on every battery and bulb sold to him; but strange to say this is the very thing the average merchant neglects to do. There are exceptions to the rule, of course, but three-quarters of the flashlight dealers are using makeshifts, if they use anything at all, to test the batteries they sell. Nothing shakes the customer's confidence more than to buy a battery and have it fail to give light. It may be exchanged for a good one ever so cheerfully, but the next time he wants one he is more likely to step across the street for a renewal battery for his handy lamp. When one can remedy this ill at a very small outlay of money and time, one surely should.

The battery tester illustrated is reproduced from the *Hardware Age*, having been used with much success by a hardware store at Plattsburg, N. Y.



The tester should occupy but little space and should increase the volume of regular battery and bulb renewal sales considerably. It is an improvement over the usual testers because it has a separate indicator for each type of battery and because bulbs may be tested in a second's time.

The Necessary Materials

The materials necessary are six "miniature base" cleat receptacles, a few inches of copper wire, five machine screws and nuts or old battery or spark plug terminals to fit them, and a little $\frac{1}{4}$ in. or $\frac{5}{16}$ in. thick wood. Take a piece of this wood about 3 x 12 in. and drill holes evenly spaced so that the receptacles can be sunk flush with the top of the board. Five of these are wired as in drawing "A," one terminal of each being connected to a piece of insulated flexible wire which hangs about 8 in. out from the tester and the other terminal of each being connected up to the machine screws in front. These machine screws can be marked by voltage or by battery number. To test at battery, simply rest one end on the stud corresponding to the voltage and touch the tip of the flexible wire to the upper end. If the bulb glows brightly the retailer and his customer are sure the battery is good.

Now for the bulb tester. The last socket is connected to a No. 750 Eveready battery which lies beneath this board. Small clips can be made to fasten on the battery terminal by doubling a piece of sheet brass and soldering the clips to short wires fastened to either side of the socket. Before fastening this socket to the board the walls of the socket into which the bulb would ordinarily screw should be cut into so that they open up a little like the petals of a flower. This allows the bulb to be pushed in and taken out hurriedly without tediously screwing it both ways. All sizes of bulbs can be tested in this one receptacle without danger of burning them out as the voltage is very low.

Your tester is now ready except for a frame about an inch thick under it to cover the wires, etc. It should be mounted in a conspicuous place near the battery and bulb stock where customers will not have the slightest difficulty in seeing it.

Things such as this invariably raise your firm in the estimation of your customers. When a man knows that he can go to a store and have the goods he buys tested before his eyes it's a sure thing he'll visit that store whenever he buys hardware.

HOW TO FIGURE PROFITS

By A. W. Burroughs—Burroughs Adding Machine Co.

In figuring your profits of handling door hangers, window hardware, etc., don't get your percentages mixed up.

Percentages of cost of doing business, and profit, should be figured on the same basis, namely, on sales.

Suppose a merchant figures his cost of doing business at 18%. An article which cost him \$10 is marked up 25% to allow him 7% profit. The sales price is then \$12.50.

\$10.00	\$10.00
x25%	2.50
\$2.50	\$12.50

Failing to sell the article at this price he marks it down 25%, figuring that the article will be sold at what it cost him.

What happens?

He actually loses \$.63 on the deal.

This is the way it figures out:

\$12.50	\$12.50	\$10.00
x25%	-3.12½	-9.37½
\$ 3.12½	\$9.37½	\$.62½

One of the important factors in making fair profits these days is the care the merchant should take in figuring percentages. Your markup as well as your markdown should be figured on the selling price only.

Where markup has been figured on the cost price, the following table will be found helpful in figuring different percentages of markup and markdown.

5 %	on cost is	4¾ %	on selling price
7½ %	on cost is	7 %	on selling price
10 %	on cost is	9 %	on selling price
12½ %	on cost is	11 1/8 %	on selling price
15 %	on cost is	13 %	on selling price
16 2/3 %	on cost is	14¾ %	on selling price
20 %	on cost is	16 2/3 %	on selling price
25 %	on cost is	20 %	on selling price
30 %	on cost is	23 %	on selling price
33 1/3 %	on cost is	25 %	on selling price
40 %	on cost is	28½ %	on selling price
45 %	on cost is	31 %	on selling price
50 %	on cost is	33 1/3 %	on selling price
55 %	on cost is	35½ %	on selling price
60 %	on cost is	37½ %	on selling price
65 %	on cost is	39½ %	on selling price
66 2/3 %	on cost is	40 %	on selling price
70 %	on cost is	41 %	on selling price
75 %	on cost is	42¾ %	on selling price
80 %	on cost is	44½ %	on selling price
90 %	on cost is	47½ %	on selling price
100 %	on cost is	50 %	on selling price



Wherever they go an Eveready Flashlight is a necessity!

MANY people who recognize the great general handiness of an Eveready Flashlight, require a specific *necessity* before making their purchase. The hunting season is a big time for Eveready sales. Your customers *know* that when they go into the woods they are going to *need* Eveready's quick, dependable illumination.

CANADIAN NATIONAL CARBON COMPANY, LIMITED
Montreal TORONTO Winnipeg

**EVEREADY
FLASHLIGHTS
& BATTERIES**
—they last longer



The new Eveready Unit Cells simplify your job of keeping a complete stock of batteries. There are only two sizes—one or other fits ALL tubular flashlights.

LIQUID VENEER

Backed by the Greatest Advertising Campaign in its History

The great Liquid Veneer Advertising Campaign for this Fall is in full swing! Twenty-one Canadian newspapers and magazines carry our messages to 1,198,700 of Canada's worth while homes constantly reminding Canadian housewives of Liquid Veneer.

For Fall housecleaning and daily dusting. For removing the smoky blue haze on pianos and other fine furniture. A wonderful auto polish that keeps off the dust and renews the finish.

Liquid Veneer Mop Polish and Mops lighten the daily drudge, make floors rival pianos, save labor and make home bright and cheerful.

Those are the things that we are telling to nearly 5,000,000 readers in Canada—that will help you increase your business on Liquid Veneer Products.

Right now is the best time to place your order with your nearest jobber and get the full benefit of the Fall and Winter Liquid Veneer business.

"LIQUID VENEER PRODUCTS ARE MADE IN CANADA"

Buffalo Specialty Co.

Bridgeburg, Ont.

Buffalo, N.Y.

London, England



Paint and Varnish Trades

Increase Sales Through Co-operation

By Arthur M. East, Manager, U. S. "Save the Surface" Campaign

We're out to sell more paint and varnish. How are we going to do it? If every concern doubles its present volume our market will be less than fifty per cent. saturated and growing at least ten percent a year. To double the present competitive advertising of all factors of the industry would probably not double our sales. To double our sales forces to work along present lines would not do it, for manufacturers' salesmen are now calling on all members of the trade.

How are we going to double our sales and so realize half of our potential market? I believe the Save the Surface Committee has the answer.

The property of the country is not one-quarter painted. The reason for this is simple. Owners do not realize the ravages of rot and rust: They do not know we are paying over eleven dollars per capita per year for needless deterioration. If they did, our volume would be treble what it is, this is obvious: *The answer, it seems to me, is equally obvious—the cultivation of the unsold market, which is three times as great as the sold market.*

Potential Market

The potential market for the sale of paint and varnish can be easily demonstrated. There is in the United States standing property to the value of \$83,900,000,000. To this it is estimated there will be added five billion of new construction in 1923.

While most building materials that go into a building are seldom replaced during the life of the building, paint and varnish are required at regular intervals, if the property is to be preserved. So we find the condition of property as illustrated by Chart One.

It is estimated that three out of five public buildings lack protection; nineteen out of twenty barns and silos; four out of five farm homes; one out of every two factories; three out of four warehouses, and three out of five city houses.



Chart 1.

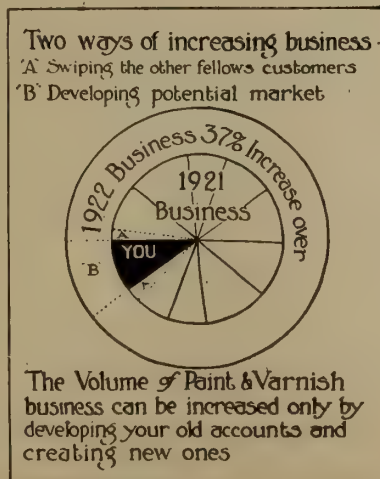


Chart 2.

You, as a part of the paint and varnish industry, are getting only one of the four dollars that should be spent for surface protection. In addition to standing property, there are farm implements in the United States to the value of \$3,594,772,928; there is furniture, the standing value of which is estimated at \$2,856,780,000; while the annual production of furniture in 1920 was \$571,356,333. The standing value of automobiles and trucks is considered to be in excess of \$8,000,000,000, to which there was added an increase in 1922 of \$1,789,638,365. The steam railroads have passenger coaches and other cars and locomotives valued at \$4,118,791,000; and the electric roads have rolling stock worth \$1,046,720,000. Here is a total of \$110,878,000,000 worth of property—an investment which largely depends for protection on the proper and frequent application of paint and varnish products.

The fire insurance companies have done better selling than the paint and varnish industry. Of the \$83,900,000,000 worth of standing property, \$51,810,000,000 is insured against fire hazard at a cost to property owners of \$550,886,000. Compared with this is estimated that only \$20,975,000,000 worth of property is properly protected by paint and varnish products, at a cost of but \$300,000,000 annually, which is the value of architectural paint and varnish only.

Two ways of Increasing Business

Chart Two: You will note in the diagram the black section on the inner circle marked "YOU"; let this represent the volume of business which any manufacturer, jobber, retailer or painter did in 1921. In 1922 had the volume of business for the entire industry not increased, the only way in which one's individual business could have grown would have been by taking business away from your competitor as illustrated by "A."

Fortunately enough, due to the individual effort of the various companies and to team-work, business in 1922 was 37% greater than 1921. So, you had the second choice of getting out after undeveloped business, marked "B." There are two ways of increasing business—"A," by swip-

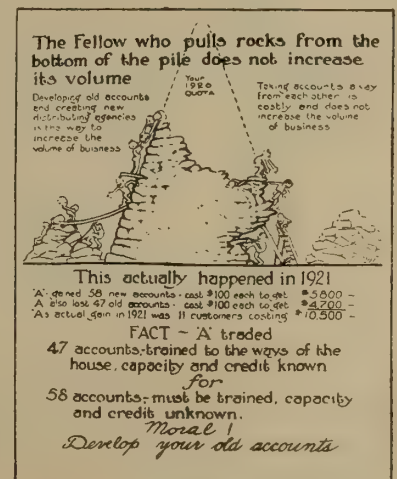


Chart 3.

ing the other fellow's customers, and "B," by developing the potential market. The "A" method is costly.

It is the aim of the National Save the Surface Committee to so direct co-operative effort that there may be an ever-increasing demand on the part of the public for our products and services, enabling each firm to increase its business according to the sales effort put forth. If each firm can secure an increasing business, from year to year, why should it worry over the fact that its competitors also secure an increase?

It is only by developing old accounts and creating new ones that the sum total volume of business of the entire industry is increased. Chart Three illustrates the result of the sales effort by the "A" and "B" method. The firms on the right side are doing business by the "A" method. They are competing for accounts, merely swapping business. The business that depends for its increase solely on taking away business from someone else is built on an unsound foundation. The left side of Chart Three shows those who are going after the *unsold* market by the "B" method. They co-operate in developing the potential market which business is most profitable and adds to the total volume of business done by the industry.

It is to carry out this principle of action on the part of dealers and painters that the National Save the Surface Committee has declared its activities in 1924 shall be directed toward making better merchandising units of the retailers and painters.

In Chart Four, we have the dealers in a city fighting over each other's markets, while the large market of undeveloped business is waiting. The salesman who enters a town with five firms who carry paint and varnish too often, turns his back, as do the dealers themselves, on the undeveloped business in that town, which none of those dealers are getting.

The dealer who goes after his competitor's business goes after the small market. *The dealer who goes after the undeveloped business, by talking and advertising surface protection and the need of paint and varnish, has his eye on the big can and registers where it counts most.*

The fact that three-fourths of the market is undeveloped is a common ground and reason for co-operative effort. What does co-operation mean?

It means multiplying the ideas and experience of one by the number of individuals or concerns working together in a common cause, as illustrated by Chart Five.

For every nine men there is usually one who feels he will get further by "going it alone." We see the nine men exchanging ideas and experiences with a result that each one carries away the experience of the nine others.

The rapid progress of the paint and varnish industry in recent years can be attributed largely to co-operation.

The activities of the Save the Surface Campaign are conducted within the zone of agreement between all interests, and its aim is to enlarge that field of activity through enlarging the zone of agreement.

Recently an executive told me that he wanted any ideas emanating from his company to make sales for his company.

There are many in the paint and varnish industry like him who fail to recognize the fact that the Save the Surface Campaign has no products to sell and therefore is not a competitor of his company. The real facts are that any ideas or co-operation that are offered are merely put to work enlarging the market, enabling each and every firm to get a large share of the increased business.

The most successful competitors are those who know how to co-operate.

Chart Six. The increased demand on the part of the public for our products in 1922 over 1921 has shown that the paint and varnish industry are working as a unit, attracting attention of the public. Creating consciousness of the need of paint and varnish, on the platform of the Save the Surface Campaign through its national advertising, results in making individual sales and selling easier and more profitable.

There is a point in competition or beyond competition where co-operation is beneficial to all. At this point all branches of the industry begin to operate as a unit through the Save the Surface activity.

The advertising agent of one of the largest advertisers in the paint trade recently said to me: "Look at this company's advertising. Every piece of copy is selling the need for paint—the preservation idea. What they need is to sell their brand." Was he right?

Suppose we imagine ourselves as being non-smokers and five or more firms are trying to sell us cigars. Are we interested in brands? Does the fact that one man's cigars are made of domestic or Havana tobacco influence us? No, because we don't know the difference. We must first be sold on *reason why* we should smoke. The pleasure, profit and enjoyment we get from it. *Not until at least half of us are convinced that smoking is desirable (arguments all cigar manufacturers can use,) will it be profitable for them to put major emphasis on the merits of their particular brand.*

Sell surface protection and you talk to the owner in terms of his own interest. Tell him paint preserves; it is a truth he does not but half realize. The owner who believes paint a beautifier, a luxury and not a necessary preserver of his property, does not believe in the painting idea. *Not until at least 50% of the market (now only 25% sold) is sold on the necessity for painting, will it pay the individual manu-*

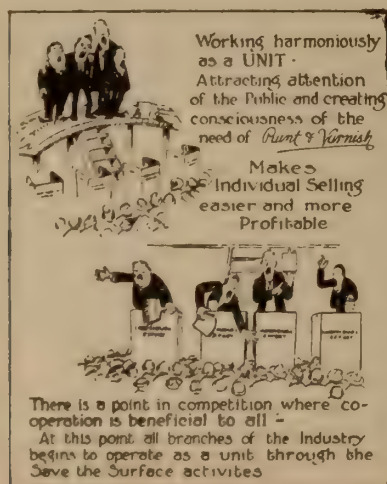


Chart 4.

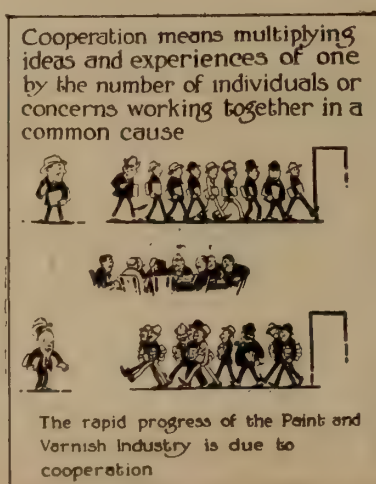


Chart 5.

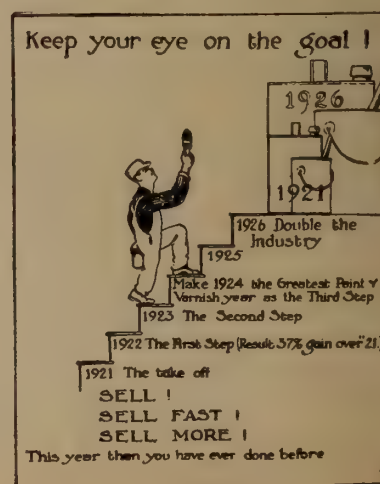


Chart 6.

BOECKH'S BRUSH NEWS



“Household Brushes plus Service”

It has been shown that there is real need for many brushes in the house, and where a good assortment of Household Brushes is displayed and their merits and uses demonstrated to the householder for the different purposes, large sales will inevitably result.

You could increase your sales of House-cleaning Brushes many times over and add materially to your profits, by displaying a good assortment of Boeckh's Household Brushes and with little effort demonstrate to your customers the right Brushes for the many House-cleaning purposes.



The Boeckh Company, Ltd.

Toronto

Canada

Makers of Everything in Good Brushes Since 1856

facturers in the paint and varnish industry to place major emphasis a brand selling in their advertising to the public.

Another way of illustrating the fallacy of competitive brand selling in a market still three-quarters unsold, is shown in Chart Seven. On the right are those firms who don't realize that their prosperity is bound up with that of the whole industry. Dependent on their own effort, hampered by unfair competition, their appeal to the three-quarters unsold market on the basis of their own brands is like a fire department trying to put out a great fire without sufficient water pressure to reach the flames.

The left side represents the majority of firms today who, recognizing a common cause, are working together selling surface protection, talking to the property owners in terms of his own interest. By putting major emphasis on the

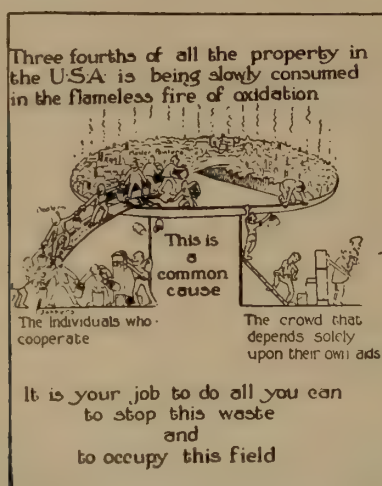


Chart 7.

reason why the public should paint rather than on brand selling they are effectively reaching the great potential market, still three-quarters unsold, through the Save the Surface Campaign.

It is natural that with a common problem the industry should have a common objective, namely, to "Double the industry by 1926." This objective was launched in 1921, resulting in an increase of 37% in 1922 over 1921. Estimated figures for the first six months of 1923 indicate an increase of approximately 30% over the same period in 1922, while two firms, both doing a very large business, report 42% and 56% increase, respectively, the first six months this year.

Our goal for next year will be "MAKE 1924 THE GREATEST PAINT AND VARNISH YEAR—as the Third Step Toward Doubling the Industry by 1926."

MODERN STORE EQUIPMENT PAYS

How much of your store equipment, counters, shelves, and display cases is obsolete, or way out of date?

Store fixtures are a most important item in retail selling. Not only must they be designed for efficiency, but they must be designed to properly display goods.

Floor space is valuable and every square inch should be put to some profitable use and the most valuable space in the store is the space directly in front of the entrance—not so much for sales, but for display. It is an auxiliary window display where should be placed the items to which special attention, is being paid in the week's or day's sales.

Modern equipment is just as necessary in the paint store as any other store. Bring yours up-to-date.

WEATHER RECORDS HELP PAINT DEALERS

A Massachusetts dealer has been keeping accurate weather records by card index for quite a number of years. Mentioning this one day to a travelling man, the latter inquired as to what weather had to do with the paint department. The merchant thereupon stated that a resident of the town was in the day before, and said that the paint he bought last fall was peeling. Inasmuch as the paint in question was a high grade article, the travelling man was curious to know the relation, and the merchant remarked that he asked the customer at what time he bought the paint, and if he put it on in the next two or three days. Excusing himself, he made instant reference to the weather report, and found out that there had been rain all that week, or nearly so, so he came back, "Well, Mr. Smith wasn't it a little bit rainy weather about that time? Did you apply the paint immediately after you had a severe rain storm?" Gradually he obtained the details from the customer, and found out that the paint was put on while the surface was damp. He satisfied the customer that he was in the wrong, and gave him some good advice about applying the paint at the proper time. The merchant afterward commented that this weather list had been worth many times the cost to him. Customers thereafter were cautious about making complaints.

LET YOUR CUSTOMER WRITE ADS

Question—Lately it has seemed to us that our advertising has gotten into something of a rut. We are doing the same old things in the same old way, day after day. Also there is no individuality or novelty to our advertising. Our copy looks like the copy of every other hardware store and, in fact, it would do as well for any other store as for us by a simple change of signatures. What can we do to get a greater punch and more individuality and personality into our advertising?

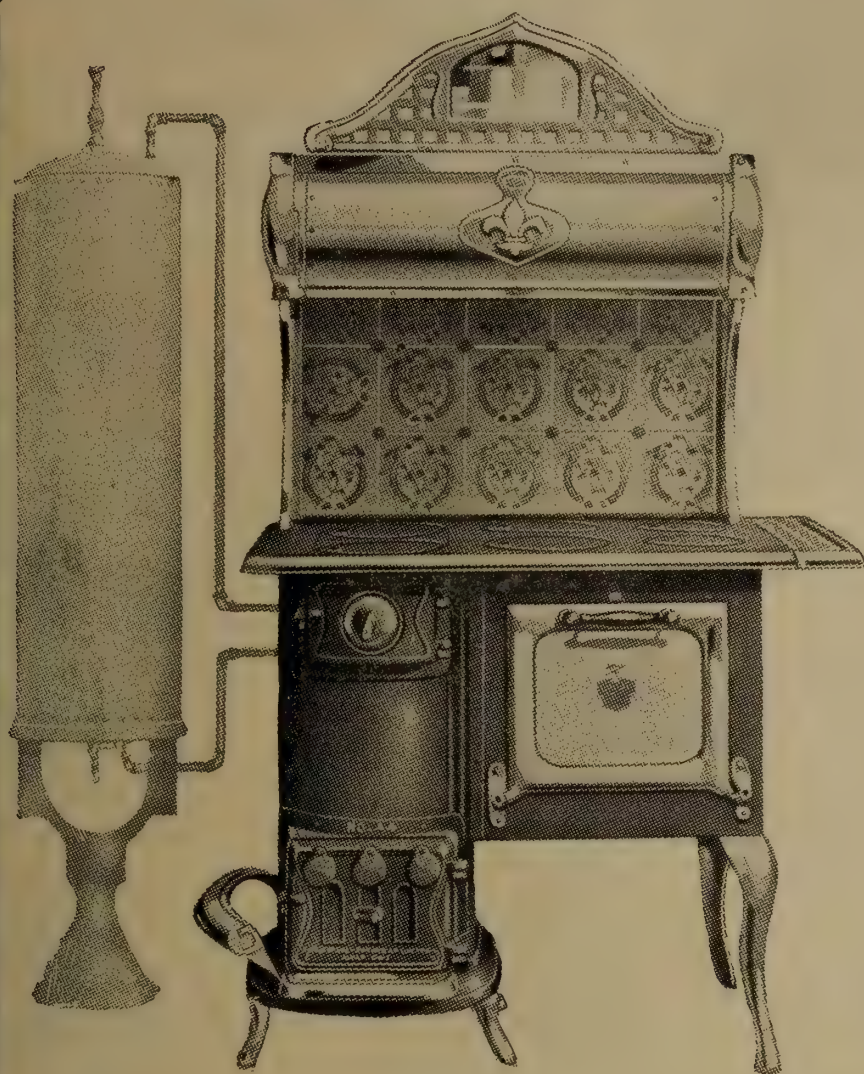
Answer—A western hardware store which was faced by the same sort of a problem recently, solved the problem in this way: The store advertised that it would give a dollar to each patron of the establishment who wrote an advertisement of not over 200 words which it could use. It also announced that this offer would be open for a period of a month and that at the end of this time a prize of \$25 would be awarded to the writer of the best ad, the judges to be the editors of the local newspapers.

This stunt caught on splendidly with the local people and a large number of ads were sent into the hardware store, some of these ads being very good indeed. Each ad that was used carried the name and address of the writer and so gave a distinctly personal and individual slant to the store's publicity.

All of this helped the store immensely in getting more business and all of this would, undoubtedly prove to be an equally effective stunt for other hardware stores.

ANOTHER "SAVE THE SURFACE" WINDOW

Another convincing presentation of the truth of the "Save the Surface and You Save All" slogan was by the Boulton Paint Company, Toronto. Several examples of rotted lumber were distributed among the paint slogan signs in the window. The difference here was that not a single example of applying paint was shown; the idea was to emphasize that rotting could be checked by the timely application of paint. Of course cans of paint were used here and there on the floor.



BANNER STOVES AND FURNACES

The Banner Compact Cook

for Coal or Wood

The BANNER Compact Cook — a combination of the famous old type Quebec Heater to give heat, and a modern coal and wood range with which to cook. The oven door is white enamel. The oven itself is extra large. The fire box will accommodate a stick of wood 14 inches long. A hot water reservoir supplied on request.

Our big 48 page catalog explains the whole BANNER stove line. Every dealer should have it--and all particulars of our representation.

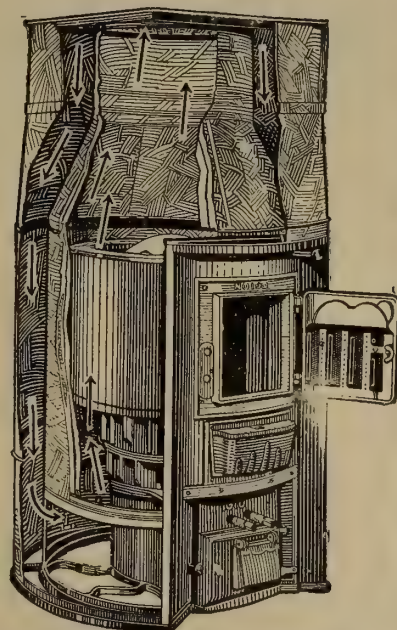
Banner Pipe and Pipeless Furnaces

No matter which type of furnace, a Pipe or a Pipeless, your customers want, a BANNER in the proper size is guaranteed to fully meet all requirements, as well as to save from 15% to 25% of the coal bills.

Hundreds of dealers all over Canada are now recommending BANNER Furnaces. Hundreds of owners too, are satisfied with their Banners, and have written us about the economical operation of their furnaces.

Decide now that you will at least look into our attractive sales and profit producing proposition. Just drop us a line for it today.

The GALT STOVE & FURNACE CO.
GALT — ONTARIO LIMITED



MORE HEAT FROM LESS COAL

Sell Electric Ideas As Well As Appliances

Unlimited Opportunities to Increase Sales of Washing Machines,
Irons, Toasters, Vacuum Cleaners, etc.

Written Especially for "Hardware" by ALIDE CARROLL, Society for Electrical Development, Inc.

A recent issue of "Architectural Forum"—probably the most conservative publication in the building trades estimates (despite altercations with hod carriers and brick layers) that one billion dollars will be spent in home building during the current year—one round billion.

Estimating 5% of the total building cost for wiring gives a figure of fifty million dollars for house wiring this year—or, if a full 5% seems high, cut the figure in half and even then we have twenty-five million dollars worth of house wiring business to anticipate—and with that much wiring, who is prepared to estimate the number of washing machines, irons, toasters, vacuum cleaners, etc. that will be purchased to go on these lines?

Why the prospect makes you dizzy—at least it makes you dizzy if you think of all these appliances purchased and installed without sufficient demonstration and educational work to guarantee their efficient operation.

The mere sale of appliances has ceased to be your problem. Appliances are selling themselves. You have no need for the drastic methods employed by the small boy who went to the country doctor and said: "Doc, I've got the measles—how much will you give me to go to school and give them to all the kids?" You will make sales without such vigorous efforts—but the sale of an appliance is but one step in the transaction—there are three additional requirements—first, demonstration, second installation and third service—and the greatest of these is service.

There is no such thing as *free* service. Somebody has to pay. But just who, in all fairness, should pay for this service is a subject which deserves your earnest consideration.

Generally speaking, there are just four reasons why appliances need to be serviced—first, because of faulty engineering design; second, because of defective raw materials used in the manufacture; third, incompetence on the part of the operator and fourth, of course, the normal depreciation with wear.

Obviously, if a manufacturer puts on appliance on the market that is faulty in design, the housewife who buys it and discovers its shortcomings, should not be expected to pay for the mistakes of the engineering department.

Likewise, if a defect is discovered in the raw materials which go to make up an appliance, the housewife should not be charged for replacement or repairs; and in the case of the fourth cause for service—normal wear and tear—it would seem to me but fair that the manufacturer supply the necessary repair parts at cost or perhaps, free of charge and that the housewife pay for the labor involved.

Now, when it comes to the third reason for service—incompetence on the part of the operator—I am fully convinced that all such service charges should be borne by the consumer but I am further convinced that if we *sell* our appliances properly in the first place, very little of this sort of service will be required. Service after the sale should be paid for by the consumer but the sale of an appliance must include installation, thorough demonstration and a follow-up service over a period of at least 30 days.

Then, if trouble arises it is a safe bet that it is the fault of the operator.

In this matter of service, I think we might well pattern after the automobile manufacturers. After years of wrestling with the problem they have at last hit upon a "flat rate" system which bids fair to revolutionize the whole service question. No more guess work as to how much it will cost to put your automobile in shape. Each job has been estimated and tabulated as to time, labor and materials so that you know just as soon as you turn your car into the service station just how much it is going to cost you. To be sure, the system was not cordially received by the garage and service men at the start but the automobile manufacturers learned that they had to put some such plan over if they hoped to keep up their sales. The initial cost of an automobile has ceased to stump the average individual—but maintenance charges give him every grave concern and as a consequence the motor car manufacturer is bending all his efforts toward reduction of up-keep, in order to increase his sales.

The automobile industry has likewise established a follow-up system. At the end of thirty days the owner is invited to bring his car around to the service station for inspection and test and all necessary repairs are paid for by the manufacturer.

Some such follow-up system will have to be instituted by the appliance manufacturer if household equipment is to enjoy the market it deserves. Some of you may say that it's one thing to employ people to follow-up an expensive product like an automobile and quite another to follow up toasters, irons and vacuum cleaners. But this objection is refuted by the fact that there are a great many more parts to get out of order on an automobile than on an electrical household appliance so that the expense involved is relatively the same.

And right here I should like to recommend that this is a job for some bright young woman. Try to secure the service of some young woman with domestic service training and train her thoroughly in the use of electric appliances, then send her out among your customers to smooth the rough places and create good will.

Let her call on your laundry equipment customers Mondays and Tuesdays—she may arrive just when Mrs. Brown's washing machine is "acting up" or when Mrs. Jones is having a tussle with the cord on her iron. A little skill and common sense will solve the difficulty and save you a lot of annoyance and perhaps, some money.

Thursday and Fridays she can call on your vacuum cleaner customers—your dish-washer and sewing machine users and if she is the right young woman for the job, her service will be invaluable to you and your customers.

"Who runs your store?"

"I run it," replied one merchant.

"My customers run it and I charge for managing it," said retailer with a broader vision.—*Frank Stockdale.*

Meakins Brushes



A Brush for Every Purpose

Meakins Brushes are made in many styles for many purposes and their widely known serviceability and "Easy Spread" is a feature of all.

Meakins Brushes never fail to give the utmost in service.

The bristles can't come out. They are built to produce repeat order trade.

"Makers of Good Brushes since 1852"

Meakins & Sons Limited, Hamilton, Ont.

Warehouses: Montreal, Winnipeg, London, Toronto, Vancouver, Liverpool, Eng.

Heating and Metal Working

PUSH STOVE SALES NOW

JUDGING from the amount of advertising of stoves and ranges that is done by retailers in that line—the stove department is very much a stepchild in too many stores.

Just why this should be the case is rather difficult to see, for whenever you find a real stove merchant, he will tell you that for the investment necessary it is one of the best paying departments—if not the best—in his whole store.

And it is not only in the matter of advertising that this line is unfairly treated.

In many stores the stove department is located in a place where the light is poor, and the stoves are so crowded together that the salesman simply cannot make an intelligent showing.

Some dealers make use of their line-up of kitchen ranges to store all sorts of stuff, so that if a customer should happen to express a wish to look at them, it is necessary first to remove the miscellaneous aggregation of kettles, mouse traps, wash boards and what not before the salesman can show any of them.

There are certain seasons when ranges and heating stoves sell easier than at others. Right now we are entering on one of those periods, and the most should be made of the opportunity.

But you cannot make the most of this opportunity by using your ranges for shelving.

You cannot get the most out of it by sticking the stoves in some out-of-the-way place, jammed so closely together that there is no chance for really showing them.

You cannot reap without doing real work.

It takes real planning—and then real salesmanship.

And with salesmanship we mean not simply the "gift of gab" that may come in handy once the prospect comes into your store, but rather the ability to locate the prospects and to induce them to visit your stove department.

For just as sure as there is a sun and a moon, the man who "awaits" for stove customers to tell him that they are in the market, just so soon will the other fellow who hunts for prospective buyers gobble up the prospect who might possibly have thought of "seeing what Jones can do on stoves." Jones was content to wait, but Smith went out and located the prospect, and Jones never got a chance to show what he could do.

There will be plenty of stoves and ranges sold this Fall, but the great majority of them will be sold by the real stove merchants who believe in treating a line with the best that can be done.

And that means:

Prominent display in the store.

Regular advertising in the newspapers and by mail.

Consistent hunting for prospective buyers.

In other words—"treat your stove department as one of the real profit-producing parts of your store."

Then your stove department will pay a bigger profit on your investment.—*American Artizan.*

STANDARDIZATION IN WARM AIR REGISTERS

A five-year publicity campaign will be worked out by the Western Warm Air Furnace and Supply Association, the intent of this plan being to bring to the furnace user

the efficiency of a properly installed warm air furnace. Many of those present at the convention in June expressed themselves as believing that this plan will make the warm air furnace more popular than ever before with the public. The standard code will be featured prominently.

The report of the standardization committee recommended that a campaign be started to standardize the floor and baseboard warm air registers, making the suggestions outlined below, to which all sizes of registers and faces for both cold and warm air pipe can be added if successful.

Baseboard Registers

8x10, with basement pipe, 8".

9x12, with basement pipe, 9".

10x12, with basement pipe, 10".

11x13, with basement pipe, 12".

Floor Registers

8x12, with basement pipe, 8".

9x12, with basement pipe, 9".

10x12, with basement pipe, 10".

12x14, with basement pipe, 12".

14x16, with basement pipe, 14".

16x20, with basement pipe, 16".

In addition, it was recommended that stackheads for baseboard registers have a height from finished floor to register opening of not less than 2¼ inches. It was found that there is a wide variance in the distance, and that experiments now being conducted at the University of Illinois will possibly act as a guide for exact distance.

The outside dimensions of baseboard register flanges where they attach to stackheads were recommended to be of uniform dimensions for all makes of registers. Standardization of furnace operating instruction cards and furnace proposals was also recommended.

THE LIGHTED COAL RANGE

In communities where there is no gas, the coal range continues to be in healthy demand.

J. A. Banfield, Winnipeg, exhibited a large coal range in his show window. The opening through which coal is put into was partly open, revealing a reddish glow, which came from the real coal stacked inside the range. This effect was simulated by a lighted red electric light bulb, placed in the middle of the coal.

About the same time as this display was arranged, a full page spread was run in one of the leading theatre programs. Here is the piece of copy in question:

"Mrs. Homelover:—

There are lots of ranges that are not "good bakers."

OURS ARE.

Come in and let us explain our ranges to you and show you WHY they bake good bread and cakes. It is a matter of proper temperature and heat distribution.

OUR ranges and heaters cost no more than others, but please you better."

The announcement was topped by an immense loaf of bread, with the beaming figure of a housewife at the side. "Come in and get a New Range", the headline ran.

Lead The Heating Trade With This Splendid Furnace Line

**HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace**

A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that is most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a *quality* manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.

The Success

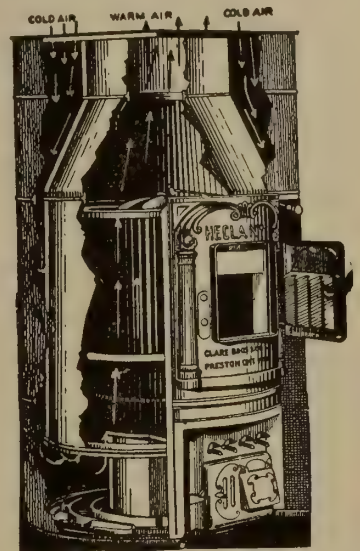
With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product. Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars. The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven. The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust. The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room. The Individual Grate Bars made it easier to shake down.



The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can *increase* your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

—ALSO MANUFACTURERS OF—
**"JEWEL" Coal and Gas Ranges, Stoves and
Heaters, Furnaces, and Registers.**

CLARE BROS. & CO., Limited

Preston - Ontario

Winnipeg

Saskatoon

Calgary

Edmonton

Vancouver

Demonstrations Sell Electric Appliances

Electric Washing Machines can be Placed in the Doorway or Window to Attract Attention—
How some Hardware and Electric Stores are Reaching Out for Trade.

THE reason so many are interested in the electric washer displays at the fall fairs, is because they are in operation and the husband or housewife can see them in action and be convinced as to their easy operation and satisfaction in cleaning.

The window and the store floor both offer opportunities for displaying electric washing machines with good results. There are certain times of the year when electric washing machines are "best sellers" and displays should be pushed to the utmost at that time but they sell well the year round and displays should be made regularly.

MacNabs Hardware, Orillia; Cowan's Hardware, Brantford; Culley & Breay, Hamilton, and Bright Light Electric, Toronto, are dealers who believe in getting closer to the people than the window or the store, demonstrations being made at the entrance to the store. It was surprising to see how many stopped to look at Culley & Breay's electric washing machine in operation.

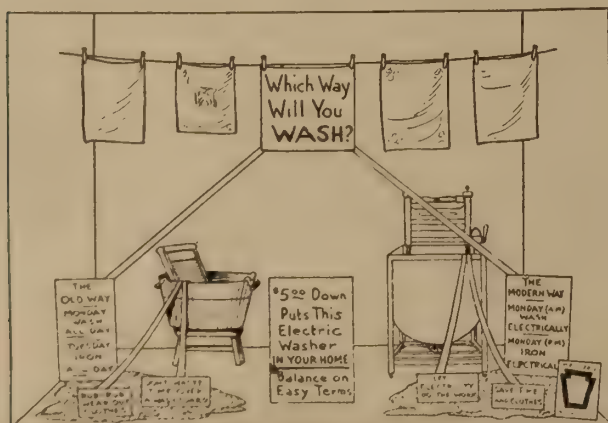
Some stores have gone so far as to have an operator in the window operating electric washing machine, wringer and electric ironer. Such a display shows the housewife or the thoughtful husband the possible elimination of household drudgery by the use of electrical household appliances.

Actual demonstrations are well worth while and should be used at least occasionally to increase appliance sales.

If you stock a line of washing machines a feature of which is the mechanism underneath the tub, you may find worth while the small expense necessary to have a wooden pedestal built which will hold one of the machines "upside down," leaving its working parts free to move. Customers with a mechanical turn of mind can then inspect the machinery parts comfortably without crouching down, and any sales point connected with the under-tub mechanism will "go over" much more easily when accompanied by a demonstration of the upturned machine.

Recently the Hydro Shop, London, attracted considerable attention by a demonstration of washing machines.

A line was hung from the shop to an elm tree on the boulevard, and there familiar things dangled jauntily in the breeze and folks watched them in strange marvel, as if a family laundry exposing itself so airily to view right on the main thoroughfare of a busy street were something as strange as one could ever see. The washing was being done in electric washers and people stopped when they came to the line of laundry and looked on.



A striking washer window arrangement.

While the cleansing was being speedily and efficiently done on the outside of the shop, small ironers inside the building were completing the process of making a pile of clean clothes ready for use. Demonstrators, with all the ease possible were feeding the steadily working rollers and bring forth satin-smooth garments and looking almost bored with the simplicity of the task.

At the same time, following an advertising campaign in the local papers, a huge sign on the side of the shop told of the advantage of exchanging any old stove for a new electric range and to good advantage in the "swap."

The sales resulting from the week's display and working of the machine and ironer were most gratifying and surprising.

IS YOUR STORE ATTRACTIVE TO BUYERS?

Take any twenty people who pass along the street. Statistics will show that out of the twenty,

- 6 have no electric iron
- 13 have no vacuum cleaner
- 13 have no electric fan
- 14 have no washing machine
- 17 have no electric toaster
- 19 have no sewing machine
- 19 have no electric percolator
- 19 have no ironing machine
- 19 have no dishwasher.

Are you leaving anything undone to shunt these crowds of potential buyers into your store? Do your store front, show windows, signs, store layout and the friendly, helpfulness of your clerks invite these prospective buyers into your salesroom?

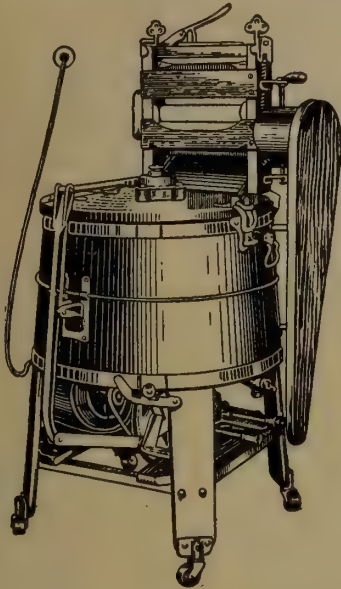
DEMONSTRATE ELECTRIC RANGES

To sell electric ranges and water heaters successfully the salesmen should be sufficiently familiar with the subject to be capable of discussing the matter with prospective purchasers in an intelligent manner and to follow up the installation to determine that it is in proper working condition, also when necessary, to make such minor repairs and adjustments as may be required. The best results have been obtained where demonstrators have been employed to instruct the new user in the proper way of handling the range, with such instructions the customer usually finds the bills smaller at the beginning and immediately becomes enthusiastic over the device. This instruction service is furnished free by most companies.

LINE OF CLOTHES IN WINDOWS

A hardware dealer in Windsor had a window display that reminded the housewife of wash day. Clothes lines were strung across the top of the window by the glass. Hung on the lines at intervals were hand towels, a letter being painted on each towel in order to spell out the particular make of washer. The towels were attached to the clothes lines by wooden clothes pins. The name of the make of washer was also spelled on the floor of the front centre, with the aid of wooden clothespins. An electric washer was stationed at the right rear. At the opposite side was a cardboard cut-out of a tired looking woman bending over a wash tub.

Our Complete Line Enables You To Meet The Demand



Electric Power, Hand Power,
Water Power, and Gasoline
Driven Washing Machines

Connor Washing Machines are favorably known throughout Canada. They have made for three generations and our friends are legion. Consistent advertising is making them better known every day. That's why you'll find it a better proposition to sell Connor Washers. Let us send you our catalog. Just drop us a post card.

J. H. Connor & Son, Limited

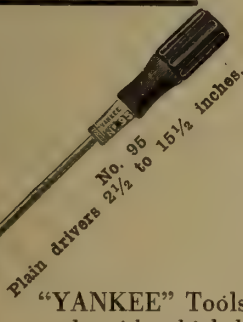
Ottawa, Ont.

311 Chambers Street, Winnipeg, Manitoba

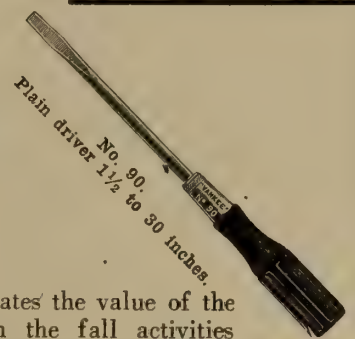
"YANKEE" SCREW DRIVERS

THERE IS ONE FOR EVERY USE
Constructed to save time, labor, and money.

"YANKEE" Tools are designed for the professional mechanic who appreciates the value of the tools with which he works. The demand is continually growing and with the fall activities now starting, it is up to every dealer to see that he has in stock the items for which he is asked. The jobbers' stocks are now well assorted and it will pay you to ask us for catalogue and put yourself in position to realize the benefits of this fall business. Don't overlook the possibilities on this line in the Radio field.



Plain drivers 2 1/2 to 15 1/2 inches.
No. 95



Plain driver 1 1/2 to 30 inches.
No. 90



No. 130.
Quick Return 3 sizes 130-131-135



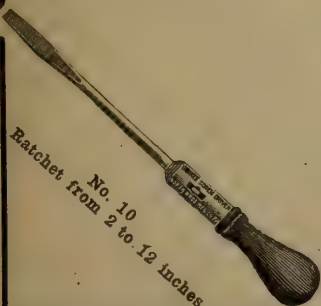
No. 30.
Spiral Ratchet, 3 sizes—30—31—35.

NORTH BROS. MFG. CO.

PHILADELPHIA, PA., U.S.A.

Canadian Sales Office:

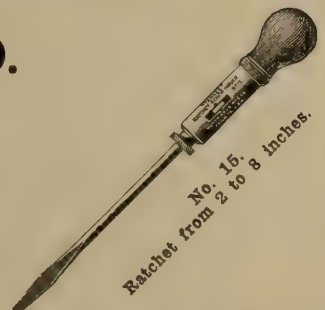
ADCOCK & CO., LIMITED
MONTREAL, QUE.



Ratchet from 2 to 12 inches.
No. 10



No. 110.
Ratchet screw holder 3 to 8 inches.



Ratchet from 2 to 8 inches.
No. 15

How Other Salesmen Can Help Yours

Written for "Hardware" by A. G. KEENEY

"That chap could have sold evening clothes to Robinson Crusoe!" declared Dick Moody as he locked the door of his store preparatory to accompanying me to a meeting of the Better Business Bureau of our town.

I glanced curiously at the salesman who had been closeted with Dick for the past hour.

The salesman, so far as personal appearance was concerned, resembled the best type of the salesmen who called at intervals on Dick and me, and I so remarked to Dick.

"You don't know him?" asked Dick as we started down the street.

"Never saw him before."

"Better make his acquaintance, then," advised my friend. "He travels for a mighty good firm that's handling mighty good goods in our line. He gives more than you pay for, every time."

"How so?" I asked.

"He not only meets the other folks' prices," answered Dick, "but he throws in some extras that I've been wanting to buy ever since I went into business."

"First time he dropped in to introduce himself, he struck me as being an average salesman—that is, until he began explaining his proposition. Ten minutes after he began talking he could have sold me a celluloid oil stove."

"Strange to say, he didn't try to sell me anything his first trip. The order I gave him was almost forced upon him and he actually acted as though he didn't want to sell anything for his house."

"First off, he asked me whether any of the goods I'd bought of his house were selling slowly. I told him the last shipment, netting around \$500, was moving slower than a one-legged snail."

"Show 'em to me," he says. He looked them over for ten or fifteen minutes and then talked to a couple of my salesmen. Then he came back to me."

"Who are your best salesmen?" he asked, and when I named them he says, "Would you mind my talking to them for ten minutes?"

"Well, I've heard some mighty practical selling talks in my fifteen years of merchandising, but that salesman's talk to my salesmen was the best I ever enjoyed. He told them—and me—more about our stock than any of us guessed was to be told. He began by telling us how his firm's goods were made, what went into their manufacture, just why they were better than any other similar goods in the store, and why folks were losing money by not buying 'em from us."

"I didn't have to look at my salesmen to know how that straight-forward talk appealed to them. Every one of the boys shook hands with that salesman when he finished, and to make a long story short, those slow-moving goods began

moving faster than anything of their kind I've ever bought. I overhear every one of my salesmen using some of the same expressions that traveling salesman had used in his talk to them, and those expressions brought results. My salesmen knew all there was to know about those goods, and you've been in business long enough to know that the average customer wants to know everything possible about what he MAY buy."

"Next time that salesman called I didn't need any specific help in moving anything in my store, but he insisted on lining up the boys and discussing the very same goods. Said he hadn't had time on his other trip to bring out some points he felt my salesmen would like to know."

"He sold me a mighty nice order that trip, and he gave every salesman in my store some mighty good selling points about some goods I'd never stocked before."

"He's revolutionized my old system of buying. I don't lock myself up in my office with a salesman. Not on your life! I'm buying nothing until some of my own salesmen can join us and listen to what my visitor has got to tell me about the line he's handling. If that salesman can convince my salesmen that he's got goods that will sell without chloroforming my customers, he sells some goods at my place. My men recognize good merchandise as soon as I do."

"To be perfectly frank, I've got more respect for their judgment than for my own. They're out front, in close touch with every customer every day, and they are in position to know what folks will buy and what they'll be willing to pay for it. I haven't got a dollar's worth of stuff in my store that isn't moving at a satisfactory rate. Profits are bigger than they were a year ago, and my turnover wouldn't recognize itself any more. I'm getting better service from my salesmen, too. They're taking a hundred per cent more interest in my business since I've made all of them assistant buyers. The satisfaction of knowing their own good judgment is helping to make my store grow, coupled with their realization that they're better salesmen as a result of the new system, is developing some mighty level-headed men who'll own their own stores some day."

"When a salesman can't tell us anything we want to know about the goods he wants to sell us, he doesn't sell us. Capable salesmen welcome the opportunity to demonstrate their ability to fit in with our system, for they sell more goods than they ever sold us before. Aside from the benefits we've derived from this system, the wholesalers and jobbers in this territory are feeling the effects. Their salesmen are getting wise and are helping other merchants to start the same system."

"As I said a while ago, Sam, you'd better make that salesman's acquaintance."



NAILS WIRE BALE TIES

WIRE HOOPS FOR
KEGS and BARRELS
STRAIGHTENED RODS
COPPERED AND
TINNED WIRE
WROUGHT and STEEL
WASHERS

The quality of our product is highly commended

THE GRAHAM NAIL WORKS

Operated by the CANADA METAL CO., LTD.
TORONTO

Insurance on Your Dwelling

How about it?

Are you aware that it can be written in THE CANADIAN HARDWARE & IMPLEMENT UNDERWRITERS at a 50% saving over old line rates.

A three year policy at 2 times the annual premium with a 50% dividend makes a pretty smooth saving.

Tenant Dwelling Property

and property which you own outside your hardware business can also be written by our company in Class "C" at a 30% saving.

Canadian Hardware & Implement Underwriters

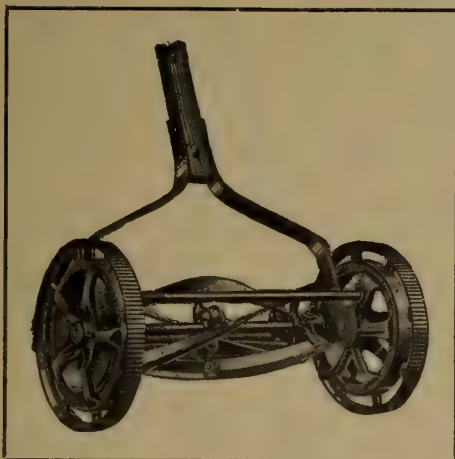
C.L. CLARK, Manager

802 Confederation Life Building

WINNIPEG, MAN.

Alberta	Manitoba	Ontario
C. W. ATHEY	I. E. FAIROHILD	F. A. MARTIN
504 MacLean Id.	802 Conf. Life Bld.	P.O. Box 137
Calgary	Winnipeg	Colborne
Quebec	Saskatchewan	
ALFRED BRUNELLE	A. E. ATHEY	
1046 Van Horn Ave.	2329 Montreal St.	
Montreal	Regina	

EUREKA LAWN MOWERS



**Our 1924 Proposition Will Save
You From 10 to 20 Per Cent.**

We have a proposition that is a leader and know you will agree is a dandy. Write for it today or wire at our expense.

"The Eureka" line of lawn mowers for 1924 will be supreme. Lifetime satisfaction can be guaranteed to the purchaser.

"The Eureka" line is equipped with special Sheffield Steel Blades scientifically tempered which retain their keen cutting edge. They do not require frequent sharpening as ordinary blades do.

We are the first in Canada to adapt an all steel handle. Once the steel handle is tried a customer will have no other. We can supply wooden handles if desired.

Eureka Planter Co. Limited

-

Woodstock, Ont.

Hardware And Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

INSULATED WEATHERSTRIP

E. J. Wirfs, 106 S. 17th Street, St. Louis Mo., U. S. A. is the manufacturer of "Wirfs" Home Comfort Insulated Detachable Weatherstrip which possesses a number of meritorious features. One of the illustrations herewith shows cross section view as to how it is constructed or built

a resilient caulk or fillet, similar to refrigerator door seals.

It is flexible, never hardens, cracks nor tears and is adjustable to varying surfaces, warped doors, 90-degree angles, etc., without cutting.

It is noiseless, as it has vibratory absorption, that is, a cushion effect on slamming doors and rattling windows.

It is readily detachable, this fact being of interest to people who rent houses, as they can take it off, roll it up and re-apply it.

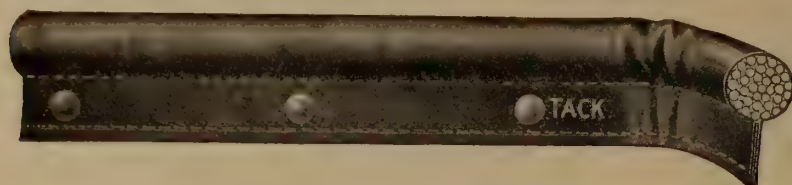
It is dustproof, sealing the doors and windows against dust, vapors, etc., as well as against wind, rain, snow and sand.

It is nonconductive, as while metal weatherstrip when applied perfectly may keep the wind out, it does not resist the "cold," since metal is a rapid conductor of heat or cold, whereas "Home Comfort Weatherstrip" is insulated, thus greatly lessening the transfer of heat or cold through joints.

Mr. Wirfs, the manufacturer, was in the refrigerator manufacturing business for many years, and his work was to render a refrigerator, cold storage and freezer doors "airtight," and for this purpose it is now universally used.

So many orders came in for the No. 2 size for weatherstrip purposes that the manufacturer finally perceived that it was highly favorable for that purpose, the fact that he admits he did not recognize for many years. It is now being put on the market for strictly weatherstrip purposes and is meeting with great success wherever it has been tried out. The manufacturer is anxious to establish jobbing and retail connections in preparation for the 1923-1924 business.

This weatherstrip is made in one size. This insulated weatherstrips comes in 50-foot cartons; weight, 1½ pounds; 100-foot cartons, weight, 3½ pounds; 250-foot coils, weight 10½ pounds; 500-foot reels, weight, 21½ pounds; 1000-foot reels, weight, 40 pounds. It comes in standard maroon color for general purposes, and in white where desired for white enameled woodwork.



Wirfs "Home Comfort" Weatherstrip

up, thus giving great weather protection. It is rightfully named as the strip of a hundred uses. It is woodless, metalless, rustless, flexible and adjustable to wavy surfaces or alignment, resilient (cushion) effect; no sawing nor mitering of corners necessary. There are no end pieces as waste. It comes in continuous length—you simply reel off desired length like thread off a spool. Anyone can apply it quickly and permanently.

It is waterproof, being made of pure rubber-coated fabric, impervious to moisture, enclosing and protecting the insulation, preventing crystallization and decay.

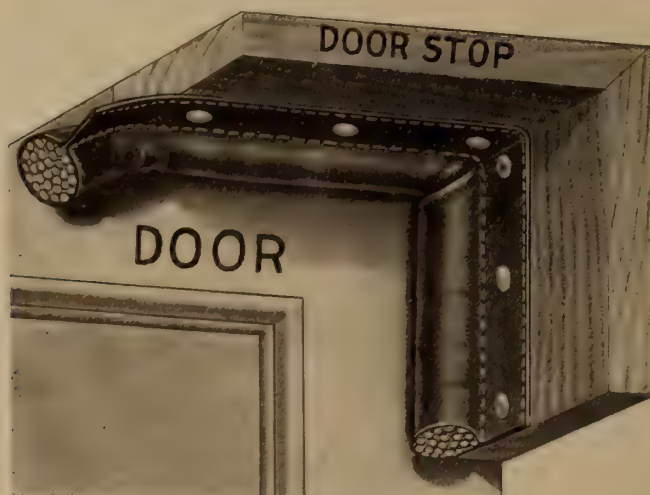
It is airtight, and when in place forms



Cross Section Showing How to Apply Weatherstrip to Door



Weatherstrip Applied to Window



Weatherstrip Applied to Door

VISIBLE ROASTER

A new "Visible Roaster" is being placed on the market by Earl W. Newton & Associates 9 North Wabash Avenue, Chicago. This new roaster is the latest and best idea in this type of kitchen utility. It consists of a 12-inch "Kewaskum", 18 gauge aluminum kettle, 4½ inches high, with hinged handles. Over this kettle is placed a specially designed "Pyrex" cover, 1½ inches deep. The total height of the utensil is 7 inches. The name "Pyrex" appears in raised letters on the inside of the cover and serves as an efficient self-basting feature.

Evaporation of the juices and escape of the natural aromas are prevented by the heavy, transparent glass cover. Thus, all the flavor is retained in the article cooked. The food is always in sight, and it is unnecessary to remove the roaster from the oven to ascertain how the cooking is progressing, or even to remove the cover! This feature alone commends it to housewives everywhere.

The aluminum section can also be used for other purpose. It has the famous "Sunray" finish inside, and is highly polished outside. Cover is reversed for shipping purposes, thereby insuring compactness and preventing breakage.



PFLUEGERS' Fishing Tackle

Best by Test

Since 1864

THERE is a piece of Pflueger Tackle for every kind of fishing from the game fish of the fresh water lakes and streams to the leaping Tarpon of the briny deep.

A Variety of over 5000 Articles: Reels, Hooks, Baits, Spoons and Spinners, Snelled Hooks, Leaders, Cuttyhunk Lines, Silk Lines, Furnished Lines, Wooden Minnows, Rods, Flies, Floats, Sinkers, Etc., Etc.

Pflueger Tackle is guaranteed without time limit against defects in Workmanship or materials.

THE ENTERPRISE MFG. CO.

"The PFLUEGERS"

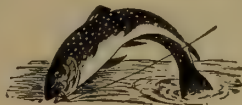
Largest and Oldest Tackle Makers in the United States

AKRON, OHIO, U.S.



DEALERS

Ask for our No. 37 illustrated catalog, 400 pages of interesting information.



CANADA DUSTLESS ASH SIFTER



Saves coal. Pays for itself in a few months. Lasts a lifetime. IT IS POSITIVELY DUSTLESS.

With the present coal situation, there should be a big demand for this dustless ash sifter.

If not carried in stock by your jobber write us direct.

Manufactured only by

J. SAMUELS

275 Queen Street W.
TORONTO

Give Them PHENIX QUALITY In Screen and Storm Sash Hangers and Fasteners

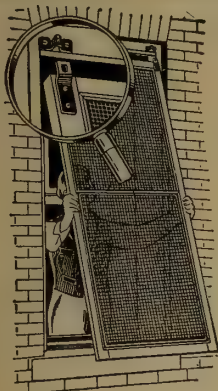
Phenix Storm Sash Hangers and Fasteners are simplest, handiest, easiest applied, most efficient—that's why they sell best.

New improvements put them in a class of their own. Write today for Catalog showing full Phenix line. Samples free.

Sold by all leading jobbers of the Northwest.

No. 30 Fastener

No. 114 Hanger



PHENIX MFG. CO., 030 Center St., Milwaukee, Wis.

RECOMMEND



BANNER Ash Sifters

On Merit Alone

Sales ever increasing

Better than ever

All Wholesale Hardware

THE BURROWS MFG. CO. TORONTO

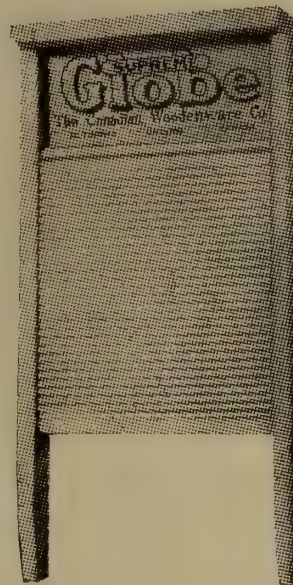
"We Lead Because We Specialize"

OUR LEADERS

The Supreme Globe
and
The Canuck Glass

Other Brands

Enamel, Brass, Zinc
and Metal Rubbing
Surface Washboards.



For quality and selling appearance, the best on the market. When buying, specify our Brands.

The Canadian Woodenware Co.

St. Thomas, Ontario

Branches of Supply:

Winnipeg: 57 Victoria Street, ROBINSON & WEBBER, LTD. Representatives.

Montreal: Shaughnessy Bldg., W. CLAIRE SHAW & CO., Representatives.

HERCULES SASH CORD

Made in Canada and used with complete satisfaction throughout the Dominion for over twenty-five years.

Quality Radio Supplies

We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
U.S. Tool	Reliable Batteries	Marconi Wireless Co.
Murdock	Eveready Batteries	Federal Telephone Co.
Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY

62 YONGE ST. ARCADE, TORONTO, ONT.

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as durable.

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

Lafayette Avenue

Buffalo, N.Y., U.S.A.

CARHARTT

FOR EVERY KIND OF JOB WHERE GLOVES ARE USED.

GET A SAMPLE ASSORTMENT.

GLOVES



KEEP IT UP!

One step won't take you very far, you've got to keep on walking;

One word won't tell them what you are, you've got to keep on talking;

One inch won't make you tall, you've got to keep on growing;

One little "ad" won't do it all, you've got to keep 'em going.

Reliable Radio "A" Battery For Peanut Tube Sets

has three advantages

1. 50 to 75 per cent. longer service.
2. Clearer reception.
3. Better Construction.

Superior Construction is a proven feature of all "Reliable" Batteries. Here's proof.

"Insist on the Battery with the Blue Label."

Department of the Interior
DOMINION OBSERVATORY

OTTAWA, U.S.A. 22

OTTAWA, CANADA, June 16th, 1923

The Dominion Battery Co.,
Mill and Trinity Strts.
Toronto.

Dear Sir,

It might interest you to know that in the several years we have been using your batteries in wireless work we have found them eminently satisfactory. We have made special tests and have found them to stand up as well as, and in nearly every case very greatly better than any other make. We used them in our own party down the Mackenzie River during the past two summers, last summer and this summer many parties from different branches are using them. Particularly useful were the specially waterproofed variety. It is almost impossible to keep all dampness from equipment at times. One wireless set got two complete duckings on the way in last year.

On our shelves I see Reliable B batteries that have been to the mouth of the Mackenzie River and back and are still good. A few were left in the country and no doubt are still there being used on a small receiving set that a party of the Topographical Survey kept there. Another I see here is dated as received in Nov. '21 -- probably was also out in use in the field -- and is still in service at the Observatory here. I was informed one set of four of your regular #6 dry cells lasted practically the whole season supplying the filament of a V24 valve set used for receiving time signals twice daily on Great Slave Lake -- this valve takes about .75 amps, much more than one of the newer Peanut variety that we are now using for the field which require only about .25 amps.

Trusting the above may be of some interest to you.

Very sincerely,

J. P. Henderson
J. P. HENDERSON,
DOMINION OBSERVATORY
OTTAWA.



RELIABLE

FLASHLIGHTS
& BATTERIES



The Dominion Battery Co. Ltd., Mill and Trinity Sts.

Toronto

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ALBERTA

Lethbridge—The Onward Manufacturing Co. of Kitchener, Ont., have opened a re-sale store under management of J. E. May.

Hughenden—Hawley & Embury, hardware, dissolved.

BRITISH COLUMBIA

Vancouver—A. B. C. Oil Co. with a capital of \$100,000 has been incorporated.

MARITIME PROVINCES

Chatham—The Miramichi Foundry & Machine Works has been re-organized under the name of the Miramichi Foundry Machine Works, Limited.

Wolfville—The factory of the Pirate Hockey Stick Co. has been destroyed by fire.

MANITOBA

Winnipeg—Oribo Manufacturing Co. Ltd. has changed their name to Northwestern Metalware Co. Ltd.

Winnipeg—Hardware store of R. Steinman Ltd., is now being conducted under name of the Globe Hardware Co. Ltd.

Winnipeg—The Golden Standard Lead & Paint Works will in future be operated under the name of the Golden Standard Paint Co. Ltd.

Winnipeg—W. Johnson, hardware, sold to J. W. Campbellford.

Winnipeg—The Ratz Shut Metal Works 645 Sargent St., commenced.

ONTARIO

Belleville—The Marvel Equipment Co., Cleveland Ohio, manufacturers of oil and grease pumps, portable outfits, oil and gasoline handling equipment, are establishing a Canadian branch here. They have applied for a provincial charter for \$40,000 under the name of the Marvel Equipment Co. of Canada, Limited, and have secured part of R. J. Graham's factory building to manufacture and assemble a line similar to that produced in Cleveland. Mr. Graham and Mr. Rowsome, manager of Alomite Products, Limited, are associated with them in their Canadian business.

Brantford—The factory of the Bluebird Corporation was damaged by fire.

Brantford—W. H. Turnbull & Sons, hardware, dissolved, new registration under name of W. H. Turnbull & Son. W. H. Turnbull and C. W. Turnbull are joint owners.

Brantford—Dustless Sifters, Limited have been incorporated with a capital of \$50,000.

Brockville—G. L. Littlejohn, formerly with the Bennett Hardware Co., Gananoque, has been appointed manager of the Brockville Hardware Co.

Chesley—The W. & C. Window Regulator Co. contemplate erection of \$100,000 factory. R. J. Ranney is manager.

Dryden—Durance Bros. & Co. have purchased hardware business of T. J. Latimer.

Elgin—G. S. Stone, tinsmith, commenced.

Hamilton—The English Canadian Cham-

ture oil-tanned chamois and chamois sponges.

Kitchener—Harry Dearle, formerly associated with the Bluebird Corporation Ltd., Brantford, has taken the position of sales manager with the Onward Mfg. Co., manufacturers of Sunnysuds Electric Washers and Eureka Vacuum Cleaners.

Listowell—S. L. Adolph has repurchased hardware business of W. B. Screaton.

Ottawa—D. W. Evans has purchased hardware business of G. R. Blythe.

Ottawa—H. J. Borbridge, president of S. & H. Borbridge recently passed away in his 88th year.

Toronto—The Canadian Electrical Equipment Co. Ltd., 199 Howard Park Ave. have been appointed representatives for The Magicoal Electric Fires (Canada) Limited of Montreal.

Toronto—Wayne Forge & Machine Co. have been incorporated.

Toronto—The Wilkinson Foundry & Supply Co. Ltd., have been incorporated.

QUEBEC

Montreal—Fire damaged the storage room of the Monarch Wire Products Co.

Montreal—Sultana, Limited, manufacturers of blackings and polishes, whose business was taken over early this year by Reckitt & Sons, Limited, Hull, England, have been enlarging their plant at 102 Amherst Street. The extension consists of an additional story on the present building and a new one-story building with basement, 40 x 102 feet. They expect to have the work completed by October 10th. Operations will be increased and more hands will likely be employed.

Montreal—The Canada Axe & Harvest Tool Co. are building a new factory.

SASKATCHEWAN

Hawarden—C. C. Stevens, purchased hardware business of Jay & Stevens Ltd.

Meota—The Harman Hardware Co. Ltd. has been incorporated.

ATTRACTIVE CHRISTMAS FOLDER

Plimley and Ritchie, Ltd., Victoria, B.C., who were burned out some months ago, opened their new store at 611 View Street, on December 1st.

An attractive folder in two colors was distributed to announce the opening and to make some Christmas suggestions of bicycles, skates and other items from their stock.

They use the pleasing phrase, "Where the other fellows deal."

STEEL TUBE HANDLES

The Standard Tube Co. Ltd., Woodstock, Ont., have placed on the market a line of steel tube handles for use on hay, ensilage, or coke forks and rakes, hoes, etc. A wood plug is hammered into the end to which the tool is to be attached and a hole is drilled in this plug to allow it to be easily and securely fastened to the tool. They are made in "D's" and plain straight or bent according to the tool they are to be used on.

KESTER METAL MENDER

The Chicago Solder Company, manufacturers of Kester Self-Fluxing Wire Solder, has just put on the market Kester Metal Mender. This is none other than their regular self-fluxing wire solder in small package form. This package is designed particularly for the novice consumer, and according to the Company's statement, "it is so simple-anybody can use it". It requires only heat, and can be used with equal success with an open flame, solder-



ing copper, torch or most any form of heat, thus enabling its users to do neat and permanent work which is ready for use the instant the job cools.

The illustration shows the silent salesman display carton attractively printed in three colors. These cartons hold ten individual cans of Metal Mender. Ten of these cartons or one hundred cans are packed to a case. Thus carrying out completely the advantage of the decimal system.

With each carton of ten comes packed a bright attractive window strip, (size 6 3/4 x 18 1/4) which ties up well with the general appearance of the package. Also sufficient leaflets are enclosed to make the package practically self-selling. The size of the carton is, 6 3/4 in. wide by 4 3/4 in. deep and 2 in. high—taking up very little counter space for the amount of material contained.

Upon reasonable distribution of Kester Metal Mender, the Chicago Solder Company plans on supporting dealers with a national advertising campaign in consumer media.

CLEARED OUT MANY STICKERS

Stevens Hardware Company, Stafford Springs, report that recently in connection with a dollar day, they filled one window with packages to sell at 15 cents. The packages were of many shapes and sizes, but all of one price.

They guaranteed each package to contain full fifteen cents value, and in one package was a Gillette razor. They say they had a wonderful sale, everybody took it good-naturedly and it went over big.

They also cleared out every can in a considerable stock of paint they had had four years. The paint had been bought at 6 1/4 cents to sell at 10 cents, but lately had been costing 10 cents and selling at 15. But they had not had a demand for a cheap paint and had not been able to get rid of it before the sale day.

They say, also, that they cleared out a number of other items that they had not been able to dispose of and they strongly recommended this plan to anyone who wants to clean up some stickers.

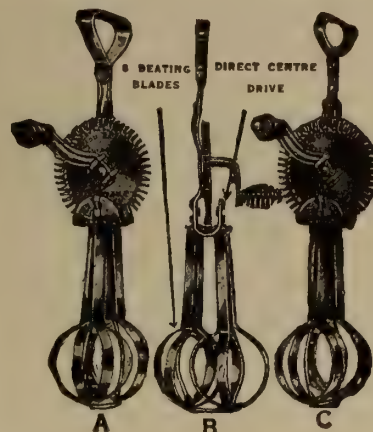


OPENS CANS OF ANY SIZE OR SHAPE.



Ladd Egg Beater Philosophy

An ADVERTISING-TO-CONSUMER-CAMPAIGN was started on LADD BEATERS last May in high class magazines covering over 6½ MILLION FAMILIES on this continent. So, more than ever, calls will be for "LADD BEATERS" instead of "an Egg-beater." Good results already proven, but its very expensive work and unless you keep CONSTANT stocks of

Ladd
Mixer-Churns

LADD BEATERS—4 Sizes

calls are in vain and both you and we lose. Another thing: LADD BEATERS are in a class of their own,—should be KEPT BY THEMSELVES in counter display boxes, not mixed with knick-knacks where constant pulling them around puts them out of order. THEY ARE MERCHANDISE providing GOOD PROFITS. KEEP THEM SEPARATE: show them first, last and in between and thus PROCURE EGG BEATER PROFITS. We help you sell.

PLEASE LOOK UP STOCK and order NOW for BIG FALL BUSINESS.

JOBBERs the world over and US.

Saturn Clothes-
Line Reels

UNITED ROYALTIES CORPORATION, 1133 Broadway, New York

Canadian Sales Representatives:— G. S. WHITAKER & CO., 8 Colborne Street, Toronto

Direct-by-Mail Printing, Catalogues, etc.

In addition to a printing staff and equipment able to produce all this class of work in a thoroughly satisfactory manner at low cost, we have a service department that might give you many valuable suggestions.

Commercial Printing (Blank Forms, etc.)

For this class of work you want dependable work, prompt delivery at low cost.

We have the latest automatic presses and other necessary equipment to satisfy you in every particular.

Let us quote on all your printing.

The Commercial Press, Limited
51 Wellington West
TORONTO

HARDWARE MARKET SITUATION

Though business is improved over the spring, the prediction hazarded last month holds good up to now—the market is expanding moderately.

The hardware trade is in a much better condition than is the case with many other lines. General industrial conditions are "spotty." That is in certain localities and in certain lines business is good, but when concerns like the C.P.R. lay off hundreds of men it means that there may be much unemployment this winter, with a consequent detriment to retail sales.

Collections are slightly better than last month, but there is still room for improvement.

New price-lists are being issued covering next year's commodities—harvest tools, garden hose, lawn mowers, etc. Most of these are shown at practically the quotations prevailing this year.

The sales tax, to be added on January 1 next, when applied to the various manufactured hardware lines, makes these goods appear to be higher in value, but the totals on business will not show any increased profit at the end of the year when inventories are made out.

The crops both east and west are good, and now that harvesting has been practically completed these should realize for the farmer a tidy sum. This basis of all industry and business should mean much for sales during this winter and the coming spring.

There are the usual number of price changes to report this month, with possibly a few more declines than have been reported for some time.

The paint field is much to the front at present, declines being noted in white lead, oil paints and glass.

Winter lines and sporting goods are moving freely just now, and in plumbing supplies there has been some cutting going on.

The prominent price changes of the month past are as follows:

ADVANCES

Bathroom Fittings—An advance of 25 per cent. is noted on nickel-plated fixtures and fittings.

Cotton Candle Wick—Up 11 cents a pound to 67 cents.

Cow Ties and Chains—Slight advance noted on Canadian and English makes.

Screen Door Hinges—New prices issued. No. 20 are now at \$1.75 a dozen and \$20 a gross.

Cotton Rope—Advance four cents a pound.

Sash Cord—Advance made on cotton lines of 7 cents a pound. Now at 69 cents for No. 7 and 70 cents for No. 6.

Cotton Clothes Lines—Advanced. Twisted lines, 30 feet, are at \$2.60 a dozen; 48-feet, \$3.75; 60-feet, \$4.75; 72-feet, \$5.75. Braided lines are at \$5.35 for 50-ft. lengths; \$8 for 75-ft.; \$10.75 for 100-ft.

Farmers' Draw Knives—Advanced. 8-inch, now \$10.85 a dozen; 9-inch, \$11.50; 10-inch, \$12.50.

Twine—Both cotton wrapping and

Seine twine prices have advanced, in common with cotton goods at proportionately higher values.

Compass Saws—Advanced to \$7.75 a dozen for No. 35.

Small Files—An advance is noted on small files in cards. Now at \$3.70 a dozen cards.

Carriage Heaters—Slightly advanced on last year's prices.

New prices are out for 1924 screen door hinges and sets. They figure about the same as last year.

Scrap Materials of all kinds have advanced. This covers practically all metal lines and old rubber.

Maxwell Pumps—New prices issued.

Hot Air Registers—Discount changed from 35 to 30 per cent. on small sized wall and floor registers and 35 off for large size.

Black Sheets—Somewhat higher, about 15 cents a hundred pounds.

Harvest Tools—New prices out for next season showing little change from present prices, except for the advance absorbing sales tax after January 1 next.

Opalite Water Paint—Advanced 4 cents to 20 cents a pound.

Sun Varnish—Now \$4.80 a gallon, an advance.

Frost King Weather Strip—Advanced. Now at \$4.95 a dozen packages.

Wire Hat and Coat Hooks—Advanced. New prices.

DECLINES

Corn Brooms—Declined. Little Beauty, formerly \$11.30, are now at \$9 a dozen; Royal Blue are \$13 from \$15.75; Standard No. 5 are at \$8, and 4-string No. 5 at \$7.25 a dozen.

Brass Valves and Bibbs—Slight decline. Standard compression goods now at 48 per cent.

Electric Washing Machines—Dowsell-Lee Co. report a decline on their electric washers. Seafoam is now at \$90, and New Century at \$115 each. Maxwells announce a new discount of 30 per cent. on electric and engine-driven washing machines.

Galvanizing Sheets—Declined 25 cents a hundred pounds.

Coke Plates—Lower by about 50 cents per hundredweight.

Glass—Imported glass lower on changed discounts. Belgian and English sheet glass is now at 50 and 10 off.

Garden Hose—A decline of a cent a foot is noted on new season's corrugated hose. Plain hose for next season remains at this year's figures.

Range Boilers—Lower prices are named on this line with changed discounts as a result of unsettled conditions in the market.

Builders' Hardware—A 10 per cent. decline is noted on Yale and Towne padlocks, door closers, night latches, keys, locks and blanks.

Hotpoint Electric Irons—Declined 5 per cent.

Radio Tubes (Westinghouse make)—down a dollar to \$7.50.

Oil Paints—Decline on all grades, 25 cents on house, porch and marine

paints; 15 cents on inside floor and enamel paints, and 15 cents a gallon on flat wall paints.

Paint and Varnish Remover—Lower quotations issued on Ottawa line. Now at \$3 a gallon.

Gasoline—Down a cent a gallon to 24 cents.

Pig Iron—Declined \$2 a ton.

Brass and Copper Wire—Down a cent a pound.

Yale Padlocks—Slight decline. No. 453X and No. 453J now at \$2.35 a dozen.

White Lead in Oil—Declined 75 cents a hundred pounds.

Duralite Enamel—Declined a dollar a gallon to \$6.50.

Electric Ranges—A decline has been made in all models of Hot-point ranges.

Copper Rivets and Burrs—Declined. **Ruby Lantern Globes**—Decline. Now \$4.20 a dozen.

Jack Hammers (Ladies' Pride)—Lower. Now \$1.35 a dozen.

1924 Lawn Mower Prices Out

During September the Canadian lawn mower manufacturers issued new price-lists covering next year's delivery. These show slightly higher quotations, but only sufficient to take care of the added sales tax; otherwise the prices remain as at present. Maxwell discounts are 35 and 10; with Taylor Forbes at 20 off, and Canada Foundries and Forgings at a new net list.

AGGRESSIVE SALESMANSHIP

An automobile dealer in a western city recently made a scoop in accessory sales by a method which marks an advanced stage in aggressive merchandising and goes to prove that sales are there for the making.

This dealer has a large car storage business and conducts a day and night service. One night recently he instructed the night foreman of his garage to install on forty cars that were then in overnight storage a certain piece of equipment, and to have the cars ready for the owners in the morning.

When the motorists called in the morning for their cars they, of course, discovered that their cars had been supplied with an extra piece of equipment. It was explained to them that they could try out the equipment and, if they were not satisfied with it, it would be taken off and no charge made. Thirty-two decided to accept the equipment without more ado; the remaining eight asked that it be taken off. In the course of two weeks' time, seeing that their friends were perfectly satisfied with the device, and considered it an advantage, practically all of the eight had it reinstalled.

Discretion will have to be used in adopting tactics of this nature, but a great deal could be done by demonstrations and by offering goods on approval to increase accessory sales, and add to your list of satisfied customers.

CORK SCREW AND CAN OPENER

The N. Slater Co. Limited, Hamilton, have recently placed on the market a combination cork screw and can opener which they state meets every requirement of either a cork screw or can opener.

The Turnover Counts



"The nice thing about razor blades is that the investment can be made to turn over from twelve to twenty times per year.

In view of the enormous sales of razor blades, the question of stock turnover is worthy of careful consideration, especially as it is almost impossible for either jobber or retailer to lose anything on his stock of razor blades."

from "Cutlery Merchandising."

There are more Gillette Safety Razor Blades sold every year than any other single trade-marked article that is made.

A man buys Gillette Blades when he thinks of them. Make him think of them when he's in *your* store.

A few packages on display at all of your counters will bring you many an odd dollar that might otherwise go elsewhere.

Gillette

SAFETY MADE IN CANADA  RAZOR

GILLETTE SAFETY RAZOR CO., OF CANADA LIMITED
MONTREAL, QUE.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

Toronto, Oct. 10, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 24c.

Antimony—Per pound, 8½c.

Brass—Sheet, base, 37c; rods, base, ½ to 1 in., round, 32c; tubing, seamless, base, 42c. Discount, 10 and 5%.

Copper—Casting ingot base, 18c; bars, under 2 inch, 40c; soft sheets, plain, 16 oz. and heavier, lb., 45c; plain sheets, tinned, 16 oz. and heavier, lb., 58c; polishing sheets, 16 oz. and heavier, lb., 50c; tubing, 46c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher. Discount on these 10 and 5.

Coppers, Soldering—Base, 4 to 8 lbs., 41 cents per lb.; 3-lb., 42c; 2½-lb., 43c; 2-lb., 46c; 1½-lb., 48c; 1-lb., 52c per lb. F.o.b. Toronto, Hamilton.

Iron and Steel—(New list)—Pig iron, per ton, \$33.30; steel bars, \$3.75 per hundred pounds; bands, 3/16 inch and lighter, \$4.50; hoops, 20 gauge, lighter than one inch, \$6; heavier, \$5.50; shapes, smaller than one inch, \$4. Cold rolled steel, round, \$4.15; flat, square and hexagon, \$5.75; sleigh shoe steel, \$4.15; tool steel, high grade, \$30; drill steel, \$18.50. Base black, \$5.75; blue, \$4.60; crucible cast sheet, \$35. Base list on plates—¼ inch and heavier, \$4; 3/16 inch, \$4.40.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$8.25 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 11¼c per lb. Cut sheets to size, 1c extra.

Sheets, Blue Annealed—10 gauge, \$4.70 per 100 lbs.; 12 gauge, \$4.80; 14 gauge, \$4.85; 16 gauge, \$4.85.

Sheets, Black—18 to 20 gauge, \$5.45 per 100 lbs.; 22 to 24 gauge, \$5.50; 26 gauge, \$5.55; 28 gauge, \$5.65.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$7.00 per 100 sq. ft.; 26 gauge, \$7.50; 24 gauge, \$10; 22 gauge, \$12.50; 20 gauge, \$14; 18 gauge, \$19; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Queen's	Fleur-de-lis
Sheets, Galvanized—Hend	
28 gauge, per 100 lbs.	\$7.25
26 gauge, per 100 lbs.	6.85
24 gauge, per 100 lbs.	6.55
22 gauge, per 100 lbs.	6.40
18-20 gauge, 100 lbs.	6.00

	Apollo
10½ oz., per 100 lbs.	\$7.25
28 gauge, per 100 lbs.	7.05

26 gauge, per 100 lbs. 6.85
24-22 gauge, per 100 lbs. 6.65
20-18 gauge, per 100 lbs. 6.35
16 gauge, per 100 lbs. 5.90
14-12 gauge, per 100 lbs. 5.75

Plates (Canada), per box—

Ordinary \$5.85 \$5.70 \$5.60
Blued 6.15 6.00 5.40
Blued and oiled. 6.25 6.10 6.00
Polished 7.05 6.90 6.80
Welsh polished 7.55 7.30

Plates (Coke Tin)—IC, 20x28, 112 sheets, 15.50; IX, 20x28, 112 sheets, \$18; IXX, 20x28, 56 sheets, \$10; IXXX, 56 sheets, \$11.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$9.50; IXX, 20x28, 56 sheets, \$11.

Plates, Terne—IC, 20x28, 112 sheets, \$16.

Spelter—Per pound, 9c.

Tin—Ingots (100 lbs.), per lb., 46c.

Zinc—Sheet, per lb., 13½c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$11.35 for standard and \$13.13 for extra heavy. Net prices.

Boiler Tubes—1 inch, seamless, \$22; lapweld, \$19.50.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Dampers (Stove Pipe)—Standard sheet iron, 6 in., \$1.45 a dozen.

Fittings (Malleable) — Discounts, 63%.

Fittings—Cast iron, standard, 10%; extra heavy, 10%; bushings, malleable, 15%; unions, 30%; flanged unions, 10%; plugs, cast iron, solid, counter-sunk, all at 10%; couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 45%; 4½ and larger, 35%; long, 4 in. and under, 50%; 4½ in. and larger, 40%; running thread, 4 in. and under, 25%.

Oakum—Navy No. 1, spun, 7.50; unspun, \$7; plumbers', \$3.20 per cwt.

Packing — Fine jute, 15c a pound; coarse, jute, 11c; hemp, 26c; square braided hemp, 28c; No. 1 Italian, 31c; No. 2 Italian, 24c.

Pipe Covering (Asbestos) — 2-ply, discount 57½%; 3-ply, 55%; magnesia, 35%. Boiler covering, \$1.50 a bag.

Standard Butt Weld Pipe 3/C per 100 feet					
Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.	
½ in.	6.00	8.00			
¾ in.	4.32	6.30	7.56	9.60	
1 in.	4.32	6.30	7.56	9.60	
1 ¼ in.	5.53	6.97	7.82	9.35	
1 ½ in.	6.79	8.40	9.55	11.27	
2 in.	9.69	12.07	13.77	16.32	
2 ½ in.	13.11	16.33	18.63	22.08	
3 in.	15.63	19.53	22.28	26.40	
3 ½ in.	21.09	26.27	29.97	35.52	
4 in.	33.35	41.54			
4 ½ in.	43.61	54.32			
5 in.	56.12	69.00			
6 in.	66.49	81.75			

Standard Lapweld Pipe 3/C per 100 feet					
Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.	
2 in.	24.42	29.60	33.90	38.35	
2 ½ in.	36.27	44.46	50.31	59.09	
3 in.	47.43	58.14	65.79	77.27	
3 ½ in.	57.04	69.92	79.12	92.92	
4 in.	67.58	82.84	93.74	110.09	
4 ½ in.	78.74	96.52	114	133	
5 in.	91.76	112.48	133	155	
6 in.	119	146	173	203	
7 in.	155	190	221	262	
8 in.	183	200	233	275	
8 ½ in.	187	230	268	317	
9 in.	223	283			
10 in.	214	262	304	358	
10 ½ in.	276	338	391	461	

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 65 and 5 per cent.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 50 and 10 per cent. This discount also applies to outlets, tubes, strainers, cut-offs and hooks.

Elbows (Stovepipe)—Light, No. 6, \$1.75 a dozen; No. 7, \$2.00.

Pipe (Lead)—1½c a pound. Waste pipe, 15c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 20%; 4 in., 25%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 37½%; 8 in., net.

Pipe (Stove) — Net; elbows, black and galvanized, net; thimbles, 50 and 7½%.

Registers—Warm air, japanned and common oxidized, 35% from standard list for large sizes and 30 for smaller.

Solder—Wire, 38½c a lb.; strictly 31½c; commercial, 28¾c; guaranteed, 33c; wiping, 31c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 65 and 5%. O. G. round and half round, \$1 per hundred feet extra.

Valves—Globe, angle and check (standard), 10%; J.M.T., plus 5%; J.M.T. "C," net; J.M.T. gate valves, 12% and 10%; Jenkins' gate or straightway, 11% plus; Jenkins' Globe, 15% plus; radiator valves (standards and removable disc), 58%; Emco check valves (standard), 23%; Emco J.D. rad. valves (screwed), 28%; Emco swing check valves, ¾ and

$\frac{1}{2}$ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot— $1\frac{1}{4}$ in., blk. 72c, galv. \$1; $1\frac{1}{2}$ in., blk. 88c, galv. \$1.25; 2 in., blk. \$1.20, galv. \$1.75.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.— $\frac{1}{4}$ in., \$28; $\frac{5}{16}$ in., \$34.40; $\frac{3}{8}$ in., \$22.80; $\frac{7}{16}$ in., \$21; $\frac{1}{2}$ in., \$19.60; $\frac{9}{16}$ in., \$18.80; $\frac{5}{8}$ in., \$18.60; $1\frac{1}{4}$ in., \$18.40; $\frac{3}{4}$ in., \$18.20; $\frac{13}{16}$ in., \$18; $1\frac{1}{16}$ in., $1\frac{1}{8}$ in., $1\frac{1}{4}$ in., $1\frac{5}{16}$ in., \$18.90; $1\frac{3}{8}$ in., $1\frac{1}{2}$ in., $1\frac{5}{8}$ in., \$18.40; $1\frac{3}{4}$ in., $1\frac{7}{8}$ in., 2 in., $2\frac{1}{8}$ in., \$19. Discount, 50% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Loaded shells, plus $2\frac{1}{2}$ c; empty shells, plus 15%; metallic, rim fire ball cartridges, discount, $2\frac{1}{2}$ %; centre fire blank and shot cartridges, plus 10%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, 40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., $\frac{1}{2}$ c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2; dog collars, assorted, \$2.65 per dozen.

Augers (post hole)—Vaughan make, 8 inch, \$15.75; 9 inch, \$18; 10 inch, \$19.20 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$18.50; double bits, doz., \$20.50 for California and \$20 for Ontario brands.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$41.00; No. 3, \$45.00; No. 4, \$49.00. Discount, 50 and 5.

Bale Ties—Standard—No. 12, \$5.25; No. 13, \$5.35; No. 14, \$5.45; No. 15, \$5.75; No. 16, \$5.95. Cross head—No. 12, \$5.55; No. 13, \$5.65; No. 14, \$5.85; No. 15, \$6.35; No. 16, \$6.45.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable—Half bushel, each, 90c; 1 bushel, each, \$1.30; $1\frac{1}{2}$ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.25; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60% off.

Belting (Rubber)—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Belt Dressing (Stephenson's)—Red label for leather and green label for rubber, 50 cents per pound.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add $7\frac{1}{2}$ %; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, $12\frac{1}{2}$ /5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Bowls, Chopping (Wood)—Round bowls are at, per dozen, \$8 for No. 13; \$11.75 for No. 15; \$27.50 for No. 17; \$28.75 for No. 19. Oval bowls are at \$19.75 a dozen.

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$8.50 doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc), \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$5.25 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$6.51.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), $\frac{3}{8}$ in. diameter and smaller, 6 in. and shorter, 35%. Carriage bolts (\$1 list), $\frac{3}{8}$ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), $\frac{7}{16}$ in. and larger, 20%. Machine bolts, $\frac{3}{8}$ in. and smaller, 4 in. and shorter, 45%. Machine bolts, $\frac{3}{8}$ in. and smaller, longer lengths, 25%. Machine bolts, $\frac{7}{16}$ in. and larger, 25%. Sleigh shoe bolts, all sizes, 15%. Coach and lag screws, 30%. Bolt ends, 25%. Square head blank bolts, 25%. Plow bolts, 20%. Elevator bolts, large head, 15%; corrugated heads, 45%.

Fancy head bolts, 15%. Step bolts, large head (\$3 list), 15%. Whiffletree bolts, 15%. Tire bolts, $4\frac{1}{2}$ %. Stove bolts, $62\frac{1}{2}$ % and 5%. Silk bolts, $62\frac{1}{2}$ % and 5%.

Braces, Ratchet (Peck, Stowe & Wilcox)—No. 3002, \$53.25 a dozen; No. 3024, \$51.70; No. 3003, \$52.

Borax—Lamp crystal borax, 8c lb.

Brooms—No. 5, 4 strings, \$6.50 per doz.; No. 5, standard, \$7.50 per doz.; Little Beauty, \$9 per doz.; Royal Blue, \$13 per doz.

Butt Hinges (Polished Steel)—Per dozen pairs, for 2-inch size, No. 100, 75c; No. 138, 68c; No. 140, 81c; No. 540, \$2; No. 640, \$2; No. 286, ordinary finishes, $1\frac{1}{2}$ -inch, \$2; 2-inch, \$2.50; $2\frac{1}{2}$ -inch, \$2.75; 3-inch, \$3.50.

Cans (Milk)—At list plus 33 1-3%.

Carpenters' Pencils (Dixon)—No. 410, \$5.95 a gross; No. 997, \$8.50.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Howarth's English)— $\frac{1}{4}$ inch, per dozen, plain, \$1.90; bevelled, \$3.65; $\frac{1}{2}$ inch, \$2.40 and \$4.20; 1 inch, \$3.75 and \$5.50; 2 inch, \$8.80 and \$12.35.

Chisels (Broad's)—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, \$1.60 each; No. 1, \$1.95; No. 2, \$2.40; No. 3, \$3; No. 331, \$3.85; No. 304, \$6.85; No. 333, \$4.25; No. 334, \$11.95. Model—No. 5, \$19.32 per dozen; No. 6, \$21.84; No. 7, \$30.24.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$27 a dozen; No. 10, \$43; No. 12, \$37.20.

Home—No. 55, \$16.38 a dozen; No. 65, \$21.84; No. 75, \$30.24. F.o.b. St. Mary's.

Gem—No. 20, \$22.80 dozen; No. 22, \$28.20; No. 24, \$34.80.

Churns (Barrel)—No. 0, each, hand, \$9.75; No. 1, hand, \$10.05; power, \$13.05; No. 2, hand, \$10.65; power, \$13.65; No. 3, hand, \$11.40; power, \$14.40; No. 4, hand, \$13.80; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net. list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever \$12.40; bow lever, \$13; No. 1, \$12.80; and \$13.40; No. 2, \$13.60 and \$14.20; No. 3, \$14.60 and \$15.20; No. 4, \$17.80 and \$18.40; No. 5, \$18.80 and \$19.40. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	B B B
3/16 inch, electric weld...	\$15.40	\$18.80
1/4 inch, electric weld...	14.60	17.20
5/16 inch, electric weld...	12.15	15.20
3/8 inch, electric weld...	10.40	13.25
1/2 inch, fire weld...	13.20	15.40
7/16 inch, fire weld...	11.30	13.30
1/2 inch, fire weld...	10.20	12.40
5/8 inch, fire weld...	10.70	12.90

Cotton Pins (Stevens)—\$1.44 per dozen boxes for No. 1058.

Chains (Tire)—Discounts, 1 to 9 pairs, 25 off; 10 to 24, 30 off; 25 and over, 35 off.

Chains (Cross)—Discounts, under 100, 25%; 100 to 499, 30%; 500 and over, 35%.

Combs, Curry—No. 101, \$1.40 a doz.; No. 111, \$1.60; No. 121, \$1.55; No. 127, \$1.90.

Combs, Cattle—No. 98, \$2.10 per dozen; No. 100, \$2.85.

Cord (Sash)—Hercules No. 6, 70c a pound; No. 7, 69c; Nos. 8, 9, 10, 12, 68c; No. 16, 73c.

Cord (Awning)—White, 3 1/2, 3.10; 4, \$4.15; 4 1/2, \$5.65 per pound.

Crowbars—\$8.00 per 100 lbs.

Drills—Standard lists. Blacksmiths', 1/2 in. x 2 1/2 in. shank, each: 1/8, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; 1/4, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; 3/8, 80c; 13/32, 85c; 19/32, \$1.20; 1/2, \$1.30; 21/32, \$1.40; 11/16, \$1.50; 23/32, \$1.60; 3/4, \$1.70; 25/32, \$1.80; 13/10, \$1.90; 27/32, \$2; 7/8, \$2.10; 29/32, \$2.20; 15/16, \$2.30; 31/32, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Egg Beaters (Dover)—No. 100, \$2.10 a dozen; No. 150, \$3.50; No. 450, double dasher, \$3.20.

Enamelwares—Pearl, Imperial and Colonial, 25% off list; Diamond, Canada and Premier, net list; Crystal and White wares, 40 and 10% off; White-ware, decorated, plus 25%; Japanned ware, plus 25%; One-coat gray, 40 and 10%.

Faucets (Common wooden faucets)—No. 4, \$1.15 a dozen; No. 6, \$1.40; No. 8, \$1.70.

Fencing (Poultry)—3-ply, \$4.65 per 10 rods; 4 ft., \$5.25; 5 ft., \$6.

Fencing (Lawn)—12 in., \$9.25 per 100 feet; 18 in., \$10.50; 30 in., \$12.25; 36 in., \$13.75; 42 in., \$15.35; 48 in., \$16.75.

Files—Favorite—Discount 20-10-10. Great Western, American, 50 off; K. F., Arcade and Globe, 60%; Nicholson and Black Diamond, 35 and 5%.

Gloves—Canvas and cotton, \$15 a gross.

Glue Pots (tinned)—No. 30, \$1.50; No. 20, \$1.55; No. 0, \$1.60; No. 1, \$1.90 each.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in and over, \$4.40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstones (Mounted)—No. 300, \$3.28 each; No. 320, \$25.92 a dozen; disc., 20 and 10%.

Grindstone Fixtures (Taylor-Forbes)—15 inch, axle, \$8.75 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Grinders (Household)—Blue Knight, No. 24E, \$2.25. Abrasive wheels at 55 off list.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Ham Fasteners (Dodson), \$4.00 per dozen.

Hammers (Maydole Brick Hammers)—No. 561, \$27.60 a dozen; No. 562, \$25.10; No. 563, \$22.60.

Hammers, Sledge—(Canadian), 2-2 1/2 lbs., \$25 per cwt.; 3-4 1/2 lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-2 1/2 lbs., \$27.50 per cwt.; 3-4 1/2 lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1 1/4 lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Atlas No. 0, \$15.45 doz. pairs; No. 1, \$17.20; No. 2, \$18.30; Stearns, 4 in., \$13.70; 5 in., \$17.75. Perfect, No. 1, \$20.85; Canada, \$15.00; Hatch, \$13.50; National, \$16.50; America, \$21.00; Great West, \$32; Storm King, No. 42, \$11.80 a doz.

Hatchets, Shingling—No. 1, \$11.25 per dozen; No. 2, \$12.

Hatchets, Lath—Nos. 3 and 4, \$11.50 per dozen; No. 4, \$11.75.

Hatchets, Barrelling—Nos. 50 and 60, \$15.50 per dozen.

Hatchets, Claw—No. 7, \$12.50 per dozen; No. 8, \$13.25.

Heaters, Electric—National Glow, \$6.10; National Heatrays, \$7.50; Majestic, 1 burner, \$6.50; Universal, \$9.50; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Heaters (Oil)—Perfection, No. 525, \$8.50; No. 530, \$9.50; No. 630, \$12.75. Less 30%.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$20; No. 201, \$35; No. 202, \$28.75 per gross. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.81; tee, \$1.56. 5 in., strap, \$2.12; tee, \$1.81. 6 in., strap, \$2.37; tee, \$2.12. 8 in., strap, \$3.62, tee, \$2.62. 10 in., strap, \$5.94; tee, \$4.06. 12 in., strap, \$8.62; tee, \$6.12. 14 in., strap, \$10.62; tee, \$8.75. Net prices.

Light—Net prices—3 in., strap, \$1; tee, \$1. 4 in., strap, \$1.31; tee, \$1.31. 5 in., strap, \$1.43; tee, \$1.56. 6 in., strap, \$2; tee, \$1.81.

Hinges (Barn Door)—6 inch, \$3.60 a dozen pair; 8 inch, \$3.85; 10 inch, \$5.15; 12 inch, \$5.60; 15 inch, \$6; 18 inch, \$8.80; 21 inch, \$10; 24 inch, \$12.80.

Hinge Hasps—Per dozen, 2 inch, 75c.; hasps and staples, 6 inch, 60c.; hasps and staples, double hook, 6 inch, 90c.; safety hasps, 6 inch, \$2.94.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3 1/2 lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (for hammocks)—No. 138, \$7.85 per hundred; No. 128, \$6.10.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—

Patterns	Sizes	Price per keg	
		No. 2	No. 1
		and	and
		larger	smaller
Light iron	0-7	\$6.70	\$6.95
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70	6.95
Heavy iron	6-8	6.70
Snow	1-6	6.95	7.20
New light XL steel	1-6	7.15	7.40
Featherweight			
XL steel	0-4	8.55	all siz.
Special countersunk	0-4	9.25	all siz.
Toe weight (front only)	1-4	9.70	all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Horse Clippers (Stewart)—No. 1, \$14.75 each, with sheep shear, \$15; No. 8, sheep shear, \$20; No. 9, \$24; and with horse clipper, \$9.75 extra. Discount 25 per cent.

Hose, Lawn—Corrugated, per hundred feet; 1/2 in., \$13; 5/8 in., \$14.50; 3/4 in., \$16.50. Less 5% for full reel, 500 feet.

Hose, Lawn—3 ply 4 ply 5 ply
Per 100 ft., size 1/2" \$9.50 \$10.50 \$12.00
Per 100 ft., size 3/4" 11.00 12.00 13.50
Per 100 ft., size 1" 13.00 14.00 15.50

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—1/2 inch, 5/8 inch, 3/4 inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$2.

Handles for above japanned, \$1.85 per dozen. Common, per cwt., \$15.

Irons, Electric—Model B, National, \$4.65; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.65 net in 1/2 doz. lots; Westinghouse, \$4.80 in 1/2 doz. lots.

Jacks (Screw)—1 1/4 x 10, \$3.75; 2 x 12, \$5; 2 x 16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 34c; 44 ft., 36c; three section extension, 48c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$12.50; B, per case of 6 doz., \$10.25.

Lanterns—Plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.00.

Lantern Burners—\$1.60 a dozen.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.45 doz.; 3 dozen cases, \$1.35 doz.; 6 dozen cases, \$1.25 doz., Cold Blast genuine ruby, \$4.20 doz. F.o.b. factory.

Latches—Steel Thumb, No. 2, \$2.25 per dozen; No. 3, \$2.80; No. 4, \$4.20; Barn Door, No. 5, \$3.75.

Levels (Boxwood)—No. 1631, 6 in., \$4.60 a dozen. Plumb and level, 9 in., \$3.70.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Leather Soles and Heels—Soles, Misses, No. 43 1/2, \$1.25 a dozen pairs;

women's, No. 37½, \$1.65; men's, assorted, No. 123, \$2.80.

Heels—Women's, No. 80, 90c a dozen pairs; Men's, No. 73½, \$1.

Machines (Washing)—Dowsell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, \$115; Playtime, engine drive, \$27; Ideal Power, \$30; Seafoam, electric, style A, \$90; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$31; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$65; electric, \$132; Beaver, \$26; power, \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 30%. Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowsell, \$44.10 per dozen.

Mattocks—Cutter, \$10.50 per doz.; pick, \$10.

Mixers, Bread (Canuck)—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, mop swabs, \$10.50 a dozen; Victory swabs, \$12; O-Cedar, less handle, \$14; O-Cedar, with handle, \$16; S. W. Mops, complete, \$5.25; Mop Sticks, No. 8, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$7.90; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mowers, Lawn—Adanac, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 35 and 5%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¾ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2½ in., 55c; 2½ in., 30c; 2¾ in., 30c; 3 in., 20c; 3½ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slating, Box, Fence, Barrol Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Stelco roofing nails are \$8.50 per keg, \$10, less quantities, \$11 per

hundred pounds for bright, and \$11 for galvanized, 10 gauge.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Cut)—\$4.85.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box, No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2½ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¾ in. long, \$4.50.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian netting, 2 in. mesh, 20% off; 1 in., 20%. American netting, 2 in. mesh, 20% off.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 19c a gallon; Palacine, 20c; Gasoline, 24c. These prices net.

Black oil (summer), 21c a gallon; Black Oil (winter), 22½c; Capital, cylinder, 72c; machine oil, reg. grades, 38c; Imperial gas engine oil, 59½c; Paraffine, 22c. List less 15% on above.

Polarine, \$1.00 per gallon. List less 25%.

Fuel oil, per barrel, net, 10¼ cents a gallon; from tank wagons, net, 10¼c; tank cars, net, 8¼c. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.10 per 400 ft. roll; No. 2, 65c; Surprise and Stag, 90c. No. 2, 75c.

Tarred Fibre—No. 1, \$1.30; No. 2, 85c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; heavy dry straw, \$3.85; Spruce Sheathing, 36 in. and 72 in. wide, 6. Asbestos Sheathing, \$8.25; carpet felt, \$4.35; tarred felt, 7, 10 and 16 ozs., \$3.45; asphalt felt, \$3.45.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.55 a case; 4 gross (cartons), 4 in., \$1.60; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2½ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japanned, \$3.90 per dozen; No. 158, galvanized, \$4.00.

Pumps (Maxwell)—	Pitcher Closed	
	Spout	Spout
No. 2	\$2.85	\$3.10
No. 3	3.15	3.45
No. 4	3.75	4.10
No. 70	6.00
No. 80	8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 42½%, Iron burrs, 42½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper rivets, usual proportion of burrs, 25%.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manilla basis, 20c a pound; Beaver Manilla basis, 18½c; New Zealand hemp basis, 18½c; Sisal basis, 16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ⅝ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; ¾ in. and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 16c; double lath yarn, 16½; halyards, 46; Beaver halyards, white, ¾ in basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marline and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ¾ in., 59c a pound, 5/32 in., 58c; 3/16 in., 51c; ¼ in. and up, 50c.

Rules (Brass)—No. 1494, \$4.60 a dozen.

(Boxwood)—No. 3097, \$6.85; Blind-man's, 2 feet, \$6.40 a dozen.

Sandpaper—B. & A. sandpaper, less 12½%; Star sandpaper, less 12½%; B. B. & A. emery cloth, plus 7½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.90 per hundred square feet for 12 mesh, black; \$3.75 for galvanized; \$9.50 for bronze.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 77½ and 2½% Oval Head, bright, 75 and 2½%; Round Head, bright, 75 and 2½%; Flat Head, brass, 70 and 2½%; Oval Head, brass, 67½ and 2½%; Round Head, brass, 67½ and 2½%; Flat Head, bronze, 70 and 5%; Oval Head, bronze, 67½ and 5%; Round Head, bronze, 67½ and 5%.

Screws, Iron Bench, No. 12—1 in., \$10.50; 1½ in., \$11.85; 1½ in., \$14.35.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Skates (Roller)—Union No. 3, \$1.05 per pair; No. 11, \$1.55; No. 5, \$2.25.

Skate Straps—18 inch, \$1.05 a doz. pairs; 21 in., \$1.55; 24 in., \$1.60; 30 in., \$2; 36 in., \$2.30.

Snaths—1 loop, \$17.50 a dozen, 2 loops, \$17.

Spiders—Cast, No. 7, 85c; No. 8, 90c; No. 9, 95c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hol-

low back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 45%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Squares (Steel, Sargeant make)—No. 100C, \$3.35 each; No. 500RR, \$3.60.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$22 each; Perfection No. 33, 3 burner, \$27; Perfection No. 34, 4 burner, \$35; No. 35, 5 burner, \$49; No. 22G oven for above stoves, \$8.50. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$6.80. Detroit Glass Front Oven, No. 85, each; net. Hot Blast.

Spikes, Ship—Base, ¾ in. and larger, \$5.25 per 100 lbs. ½ in. and 5/16 in., \$5.75 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz.

Stretchers, Fence—No. 440x2, \$1.80 a pair; No. 340x1, \$18 a dozen; No. 340x2, \$30. \$30.24 a dozen. Discount, 20 and 10%.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66

ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% off new list.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., \$2.00. National Flat Track, 1¼ in. per 100 ft., \$13. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Twine Binder—500 ft., 11½c a foot; 550 ft., 12½c; 600 ft., 12½c; 650 ft., 13½c. Freight prepaid to nearest station in lots of 300 lbs. and over. (This applies to Eastern Canada only.) Rebate of ¼ cent lb. on 10,000 lbs. and ¼ cent lb. on 20,000 lbs. Cash, 5 per cent.; net, Oct. 1.

Twine (Cotton)—5-lb. sack, 3-ply, lb., 66c; 4 ply, lb., 70c.

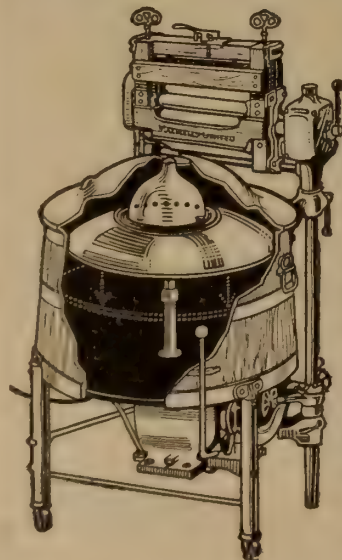
Cones, 3 ply, lb., 60c; 4 ply, lb., 67c. No. B, \$1.40.

Trowels (Bricklayers)—Rose make—Size No. 10½, \$25.20 a dozen; No. 11, \$25.80; No. 11½, \$26.40.

FALL SALES

are augmented by the phenomenal demand for the

MONO-VAC ELECTRIC WASHER



Its Superior Features are:

Single percolating vacuum cup of aluminum adjustable to any size of washing.

Washes by pressure and suction.

Driving gears under the tub promote stability—all fully protected.

Adjustable fourth leg for uneven floors and draining off. Swinging, reversible, quick release wringer—¼ H.P. motor, special for washing machine service.

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St. Marys

Ontario

BAYARD Rifles

SHOT-GUNS

Automatic PISTOLS, ETC.



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Write for Catalogue to
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H. BOKER & CO'S
KNIVES
IMPROVED
TREE BRAND
TRADE MARK
RAZORS CUTLERY SCISSORS

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.15 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Brushes (paint)—Discounts off Meakins, 30 p.c.; Simms, 75 and 10.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 9c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 9c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 12c.

Chrome yellow, 40c.

Brunswick green, 100 lb. keg, 12c.

Indian red, 100 lb. keg, 25c.

Lamp black, in bulk, 28c; packages, 34c.

Venetian red, best bright, 8c; No. 1, 6c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 4-6c.

French ochre, barrels, 6-8c.

Spruce ochre, 100 lb. keg, 6-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome

yellow, pure, 50c; Golden ochre, pure, 34c;

French spruce ochre, pure, 29c; Greens,

pure, 35c; Siennas, 37c; Umbers, 37c; Ultra-

marine blue, 70c; Prussian blue, 95c;

Chinese blue, 95c; Drop black, 42c; Ivory

black, 44c; Signwriters' black, pure, 50c;

Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c;

red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb.

packages, \$9.50; white, 2½-lb. packages,

\$9; colors 5's, packages, \$9; white, 5's,

packages, \$8.49; colors, 100's, packages, \$8;

white, 100's, packages, \$7.50; colors, bbls.,

(250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' Japan, gal

cans, \$3; I. V. liquid dryer, \$2.75. Discount,

50 per cent. on both these. Housepainters',

\$1.15.

Enamels (White)—Per gallon: Dougall

white enamel, \$6.40; Vitralite, \$7.93; Dura-

lite \$7.50; Old Dutch, \$6.50; B.H. "White"

Enamel, \$6.50; Martins, white, \$7.00; Sati-

nette, \$7.24; O. P. Co. Albagloss, \$6.50; C. D.

Master Painters, \$6.85; Mooramel, \$7; Lowe

Bros., Linduro, \$7.00; Sunshine, white, \$6.25;

Kyanize, \$8.10; Solpar, \$4.60; Paripan, \$9.10;

Jasperiac, \$4.50; Invincible, \$6.50; Hillcrest,

\$5.30; Adelite A. & E., \$7.65; Floglaze, \$4.60;

Ripolin, \$7.19.

Glass—Star or Double

Case lots, 16 oz. or 24 oz.

Up to 25 \$12.00 \$19.60

26 to 40 14.90 24.40

41 to 50 16.20 26.60

51 to 60 16.90 27.60

61 to 70 17.60 28.80

71 to 80 18.60 30.30

81 to 84 21.70 35.30

85 to 90 22.80 37.00

91 to 95 41.80

Discounts—Imported, 50 and 10%; domestic,

42%.

Cut size sheet glass, 75 per cent. off No-

vember, 1920, list. Plate glass, 50 and 10%.

Glaziers' Points—Zinc coated, 8c ½ lb.

package.

Glass Cutters—No. 023, \$2.20 a dozen;

No. 026, \$2.65.

Glaziers' T Squares—\$2.50 each.

Lead, White—(Ground in oil)—Prices are

per 100 lbs. in ton lots. Less than ton lots

are 35c per 100 lbs. higher than quoted be-

low. F.o.b. Brantford, 50c; London, 55c;

Windsor, 60c per 100 lbs. F.o.b. Toronto

and Hamilton, 45c per 100 lbs. F.o.b. Fort

William and Fort Arthur, 75c per 100 lbs.

Maritime differential 50c per 100 lbs. over

Montreal.

Montreal. Toronto.

Anchor, pure \$13.50 \$13.95

Champion, pure 13.50 13.95

Crown Diamond, pure 13.50 13.95

Green Seal, pure 13.50 13.95

I. V. Perfection 13.50 13.95

Ramsay's pure 13.50 13.95

Moore's pure 13.50 13.95

Tiger, pure 13.50 13.95

O.P.W., Dec., pure 13.50 13.95

Elephant Genuine 14.00 14.45

BB Genuine, less than tons 14.85 15.30

Maple Leaf, pure 13.50 13.95

Lead (Red Dry)—Per 100 lbs.—Genuine,

560 lb. casks, \$11.50; Genuine, 100 lb. casks,

\$12.50; less quantity, \$13.50.

Glue—English, sheet, per lb., 22c to 25c;

White pigfoot, 50c; Cake bone, 112 lb. bags,

20c to 30c; Hides, 112 lb. bags, 25c to 30c;

Ground glues, 112 lb. bags (English), per lb.,

18c to 20c; Canadian, 11c to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2

bbls., \$1.17. Boiled—1 to 2 bbls., \$1.16.

Litharge—Casks, per cwt., \$9.25; smaller

quantities, per lb., 10½c.

Muresco—Per 100 lbs. White. Tints.

350 lb. bbls. \$7.15 \$8.25

200 lbs., half bbls. 8.00 9.10

100 lbs., kegs 8.25 9.35

Cases, 20 5-lb. pkgs. 8.80 9.90

Everjet Black Enamel—Crates, 2 doz, 8

oz., \$1.45; crates 12 doz, 8 oz., \$1.40; 1 gal.

cans, gal., \$1.60; 5-10 gal. cans, gal., \$1.35;

barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels,

45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b.

Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gal-

lon can basis—

C. P. C. Elephant white, \$4.10; Sanitone

white, \$3.65; Sanitone, colors, \$3.55; C. P.

Co., pure white, \$4.20; C. P. Co., pure colors,

\$3.85; C. P. floor paint, \$3.75; Elephant floor

paint, \$3.50.

B-H English colors, \$4.10; English, white,

\$4.45; Fresconette, white, \$3.70; Fresconette,

colors, \$3.70; floor, \$4.00; porch floor, \$4.10.

Crown Diamond, white, \$4.10; colors, \$3.75;

floor, \$3.75; porch, \$3.75; flat wall tone, white,

\$3.65; colors, \$3.55.

Moore's House Colors, white, \$3.95; colors,

\$3.70; Preservo Paint, white, \$3.00; colors,

\$2.85; floor paint, \$3.50; Sani-Flat, \$3.50;

Porch and Deck Paint, \$3.60.

I. V. Elastica, white, \$4.05; Elastica, colors,

\$3.80; Flatine, int. wall, white, \$3.80; Flatine,

int. wall, colors, \$3.70.

Lowe Bros., H. S. White, No. 328, \$4.20;

H. S. color, \$3.85; H. S., floor, hard drying,

\$3.75; H. S., porch, \$3.85; Mellotone, flat

wall, white, \$3.70; color, \$3.55.

Jamieson's Crown Anchor, \$3.45.

O.P.W. Canada Brand, white, \$4.45; colors,

\$4.10; floor, \$3.90; Flat Wall, white, \$3.80;

colors, \$3.70.

Ramsay's Pure, white, \$4.05; colors, \$3.70;

floor, \$3.60; porch, \$3.70.

Glidden's white, \$4.20; colors, \$3.85.

Martin-Senour, 100%, white, \$4.20; colors,

\$3.85; porch, \$3.85; Neutone, white, \$3.65;

Neutone, colors, \$3.55; floor paint, \$3.75.

Sherwin-Williams, white, \$4.45; colors,

\$4.10; floor, \$4.00; porch, \$4.10; Flat Tone,

white, \$3.80; colors, \$3.70.

Maple Leaf, white, \$4.20; colors, \$3.85;

floor, \$3.65.

Pearcy's Hillcrest, colors, \$3.45; white,

\$3.80; floor, \$3.35.

Adelite, white, \$4.30; colors, \$3.95; Indus-

trial white, \$3.85.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60

doz.

Putty (Standard)—Less than tons—Bulk,

bbls. (800 lbs.), per cwt., \$5.20; 100 lb.

drums, \$5.70; 25 lb. drums, \$5.95; 12½ lb.

irons, \$6.20; bladders in bbls. (400 lbs.),

\$6.95; in cases (100 lbs.), \$7.20. Tons, 25c

lower. Pure linseed putty, \$1.25 cwt. ad-

vance on above prices. Hamilton prices

same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., med-

ium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Stan-

dard, \$3; Taxite, 1 gal. cans, \$3; B-H Van-

isher, \$3; Chalcó, \$3; Klensa, \$3; Cumoff,

\$3; Dougall Lingerwett, \$3.25; Takof, \$3;

O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off,

\$3; Adelite, \$3.

Shellac—Per gal. in 5-gal. lots—White,

\$5.00; orange, \$4.50. Gal. jugs, white \$5.25;

orange, 4.75. F.o.b. Toronto, London, Mont-

real.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

Ordinary Colors. Greens

Sherwin-Williams \$1.45 \$1.70

R-H Anchor 1.45 1.65

M. L. Creosote 1.45 1.65

Solignum 1.30 1.50

Martin Senours 1.45 1.65

Elastica 1.45 1.65

Hillcrest 1.40 1.60

"C.D." Shingle Stain 1.25 1.45

Canada Paint 1.45 1.65

O.P.W. Creolin 1.30 1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine—Single bbls., gal., \$1.45; 2-4

bbls., gal., \$1.39; 5 gal. lots, per gal., \$1.50.

Varnishes—Per gal. cans—B-H Floors,

\$4.44; Maritime Spar, \$5.58; Hard Oil, \$3.06;

Gold Medal, \$3.75; Elastilite, \$3.95; Grani-

tine Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.80; Sun Aero

Spar, \$4.50; Sun Waterproof Floor, \$4.10.

Glidden Wearette, \$4.; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58;

Floor, \$4.10.

Jasperite Interior and Exterior, \$3.75; In-

destructo, floor, \$3.75; Pale Hard Oil, \$2.75.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-It Floor, \$4.32; Wood-Var,

\$4.16; Durable Spar, \$5.23; Finest Interior,

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FREE — A PAIR OF PLIERS — FREE

THAT IS WHAT THE PURCHASER OF THE UNIVERSAL GETS WHEN HE BUYS THE WRENCH

The Latest
Development
in Wrenches.

"It can't let go
till you let it"

YOUR DEALER



An adjustable wrench,
an offset wrench, a full
ratchet wrench, a pipe
wrench, a pair of pliers
all in one tool. The
best wrench value on
the market.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH CO., Limited, 2 Medbury Lane, Windsor, Ont.

To the Retail Hardware Trade :

"HARRIS" HEAVY PRESSURE

THE COPPER COATED CAKE

is one of the most attractive, profitable
and easiest handled line.

It is the finest General Service

BABBITT METAL

manufactured, and has a larger De-
mand for it than any other brand of
Babbitt on the market.

Neatly wrapped ready to hand out
We put up a 2 lb. cake for sm a
requirements.



Wrapped



Unwrapped

Order from your Jobber

THE CANADA METAL COMPANY, LIMITED

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TORONTO

Vancouver

Hamilton



SAFETY

One of the many "Little Features of Big Value" in Gilbert and Barker Pumps.

No matter how well made a pump may be, no matter how accurately it measures, there is another equally important essential—it must be absolutely safe.

When the fire bells ring you don't have to worry about your Gilbert & Barker pumps.

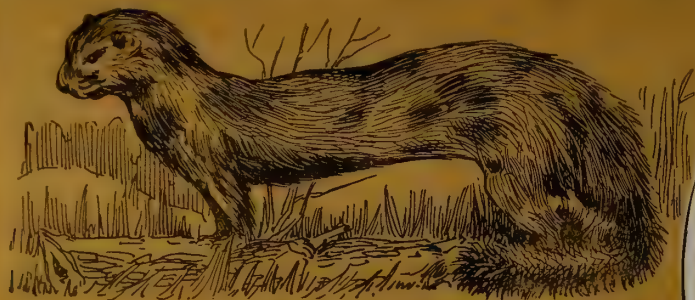
Records fail to show any instance where they have ever been the cause of a fire. In cases where fires caused from other sources have raged around them, these pumps have withstood terrific heat—hindering rather than aiding the progress of the fire.

Gilbert & Barker pumps carry the label of the Underwriters' Laboratories, Inc.; thousands of users endorse them and actual demonstration has proved them ABSOLUTELY SAFE.

Write to-day for interesting free literature, descriptive of features of big value in G. & B. Pumps.

IMPERIAL OIL LIMITED

*Marketers of Gilbert and Barker Products
in Canada.*



The VICTOR is the trap for YOU



See
the
V



Furs are scarce. Price are high. This will be a big year for big game traps—Oneida Community Game Traps. Everything indicates a big trapping season. Fur bearing animals are plentiful.

Trappers insist on the dependability of Oneida Community Game Traps.

Place your specifications with your jobber right away — our trap factory is already working to capacity.



**Oneida Community
Limited :: Niagara Falls, Ont.**

Makers of VICTOR, ONEIDA JUMP, HAWLEY - NORTON and NEW-HOUSE Traps. Oldest and largest manufacturers of Game Traps.

HARDWARE

ACCESSORIES - SPORTING GOODS

PAINTS - HEATING - ELECTRIC - HOME EQUIPMENT

A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

VOL. 15, No. 11

Published Monthly by WESTON WRIGLEY, 8 University Avenue, TORONTO

NOVEMBER, 1923



STANLEY NAIL HAMMERS

Manufactured in Canada by

THE STANLEY WORKS OF CANADA, LIMITED

Formerly

CANADA STEEL GOODS COMPANY, LIMITED

HAMILTON

— ONTARIO

Eight out of every ten are Underlighted

STAND in front of your store to-night. Notice the stores to the right and left of you, those across the street, eight out of every ten are underlighted—and in most cases the merchants don't know it.

OUR advertising campaign has firmly established in the buying public mind, the superiority of Edison Mazda Lamps. If you are already an Edison Mazda Lamp Agent, consult your Blue Book, as to the dates upon which the next advertisement will appear in your local paper, and insert a small "tie-in" advertisement on the same page. If you are not an Edison Mazda Lamp Agent, we have a proposition that will interest you.

Many of them will buy good lighting when you point out that poor illumination tends to keep people outside of their doors—makes a store gloomy and actually slows up selling.

In most cases, unlighted stores have too few lamps or lamps of too low wattage. In some cases, lamps are improperly shaded with the wrong type of glassware. You can correct all these faults, and do your fellow merchants a service, and in addition make a handsome profit at the same time.

EDISON LAMP WORKS

of

Canadian General Electric Co., Limited

BOECKH'S BRUSH NEWS



Two Splendid Additions To Our Broom Lines

These new Brooms are made of Selected Bahia Bass. They are much more serviceable than the old fashioned Corn Broom and will outwear several of them.

LIGHT — STRONG — DURABLE

THE UTILITY BAHIA BASS BROOM

For Household and Light Factory work. Made of Selected Bahia Bass—painted metal ferrules—Natural Polished Handles—Cement Set and Nailed. Length of Stock (out of ferrule) $7\frac{1}{4}$ "—Width of Ferrule $5\frac{3}{4}$ ", at bottom 10".

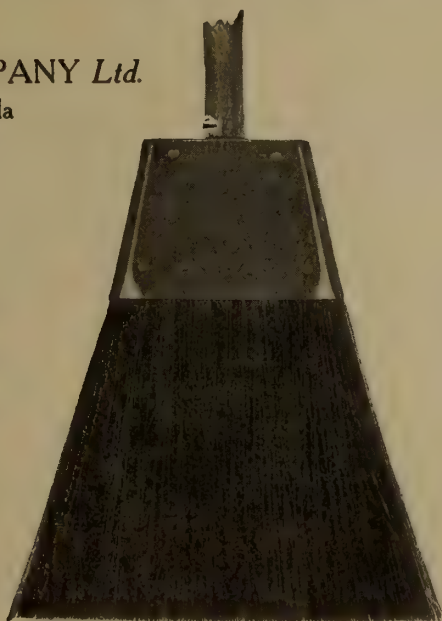
THE SERVICE BAHIA BASS BROOM

For Heavy Duty. Also Selected Bahia Bass—Buffed Block—Metal Polished Handles—Wire Bridles—Pitch Set—6" Blocks—9" Stock (out of block).

Use the coupon now to enquire re prices.

The BOECKH COMPANY Ltd.
Toronto, Canada

Established 1856



The BOECKH COMPANY, Ltd.
Toronto

Please quote on—

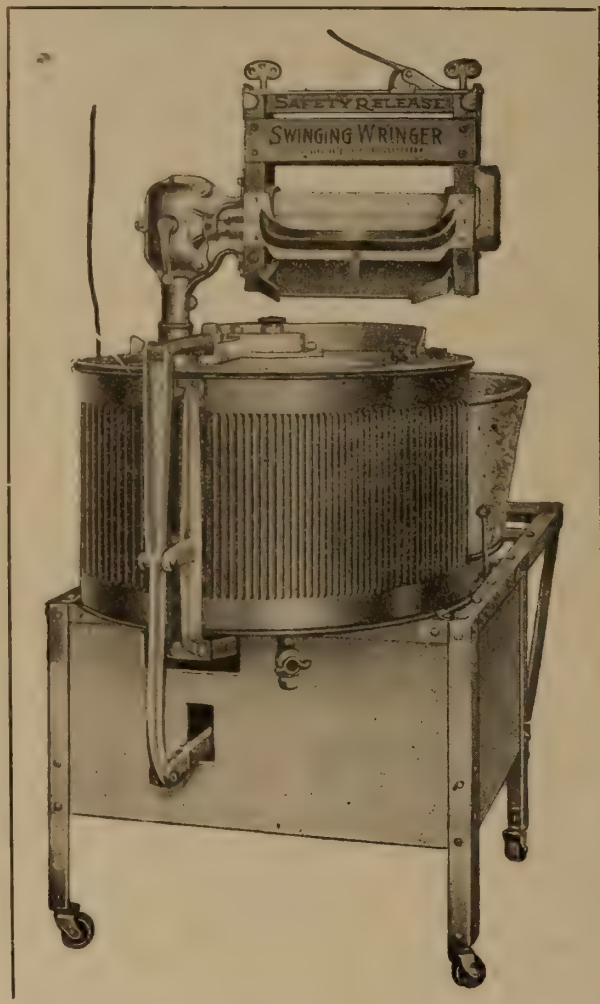
..... Doz. Utility Bass Brooms

..... Doz. Service Bass Brooms

to—

.....
.....
.....

Bigger Value — Bigger Sales



The Connor Copper Tub Electric Model 4C

The Connor Copper Tub Electric 4C is a model that carries a very strong appeal to the women of Canada. You can bank on it as a leader. Some of the selling features are the polished aluminum feed board and drain board on 12" swinging wringer, extension folding bench. These and many other exclusive features make instant appeal.

Connor Washing Machines have won a supreme reputation in every town and city from coast to coast. They have been designed by experts and are made of the best materials by experienced workmen.

Does a minimum of 40% profit interest you? Drop us a letter or card and we will tell you how that and even more is possible by featuring the Connor Electric model 4C.

If you are open to a washing machine proposition that means more sales, greater net profits, with less selling and service expense, then sell the Connor model 4C.

We Make Other Types of Washing Machines

including water power, hand operated, etc., as well as clothes wringers, woodenware, etc. Some of our water motor washers have been in use for over 13 years and still going strong.

Electros for use in your advertising gladly supplied on request.

J. H. Connor & Son Limited, Ottawa, Ont.

311 Chambers St., Winnipeg, Man.

Give Mother
"Wear-Ever"
this Christmas!

Oh! Isn't that Great -
a set of
"Wear-Ever"
for Christmas!

NORTHERN ALUMINUM CO.
TORONTO

Replace Dishes that
Wear Out
with Dishes that
"Wear-Ever"

WEAR-EVER
N.A.
ALUMINUM
@ LTD.
TRADE MARK
MADE IN CANADA

"Wear - Ever"

*The Beautiful Gift ~ ~ The Sensible Gift
The Advertised Gift,*

THESE two especially attractive Christmas advertisements are now appearing in Canadian Magazines and Newspapers. They are designed to increase Christmas business for our customers. A "Wear-Ever" window and counter display would tie up your store to this special Christmas campaign of ours. We leave the suggestion with you, hoping you will enjoy a big Christmas business and a prosperous 1924.

NORTHERN ALUMINUM COMPANY ~ TORONTO
LIMITED

To Build Your Sales This Christmas



Because of its utility, the Boyce Moto-Meter makes a Christmas gift that is welcomed by any motorist.

The attractive Christmas package shown here will enable Boyce Moto-Meter Dealers to increase their sales at this period. It is evidence of the factory co-operation that has helped make the Boyce Moto-Meter the largest selling auto accessory in the world.

Requests for a supply of Christmas wrappers can be addressed to your jobber. You can also obtain from him an attractive window trim that will help you make 1923 a real automotive Christmas.

THE MOTO-METER COMPANY OF CANADA, Limited
Hamilton, Ontario.

BOYCE MOTO METER

The Motorists Choice ~ The Accurate Boyce

"GUTTA PERCHA"

Automotive Equipment



SOME OF THIS FAMOUS
LINE ARE:

Running Board Mats
Radiator Hose
Rubber-Headed Mallets
Blow-out Patches
Seal-Tite Patches
Floor Mats
Gasoline Hose
Pedal Rubbers

"Quality All Through"

Windproof Mats for Ford Cars

A Necessity and Comfort for Fords

Made in three styles— Coupe, Sedan, and Touring

This is the time to push your sales on this necessity and comfort for Ford car owners. In this excellent "Gutta Percha" design, the mat is heavily reinforced just where the feet go—that's where the rub comes and where other mats wear through.

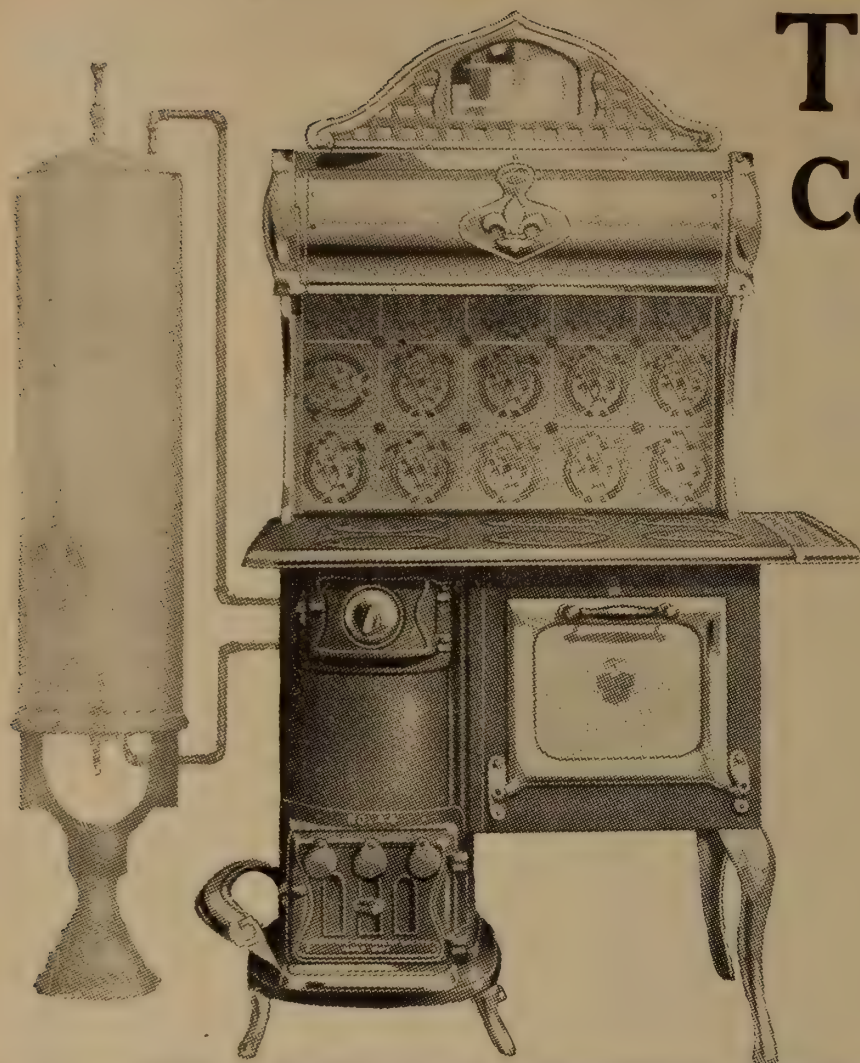
Then, too, the "Gutta Percha" Mat is extremely close fitting about the pedals. The slits close in around the levers no matter which position they are in. These mats are wind, heat, and dustproof; a real boon to the Ford owner.

Gutta Percha & Rubber, Limited

Head Office and Factories, TORONTO

BRANCHES FROM COAST TO COAST

The Banner Compact Cook



A combination of the famous old type Quebec Heater and a modern coal and wood range. Oven door of white enamel and extra large oven. Fire box will take a 14-inch length of wood. Hot water reservoir supplied on request.

Send for our big 48-page catalog showing the complete Banner Stove line. No dealer should be without it.

BANNER STOVES AND FURNACES

BANNER FURNACES

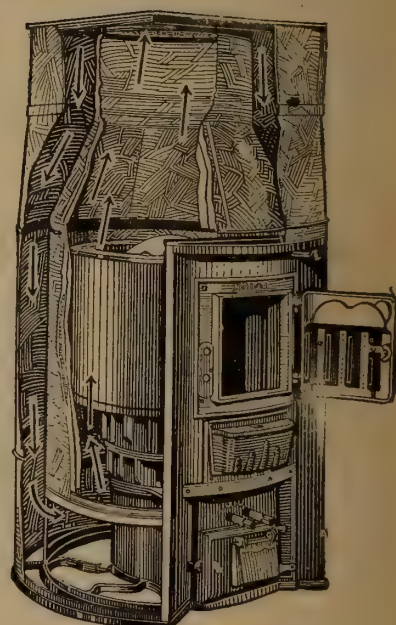
Pipe and Pipeless

Extensive advertising and sterling performance make Banner Furnaces the best paying line of warm air furnaces for you to handle. Banner Furnaces, Pipe or Pipeless, are made to suit every requirement and save from 15% to 25% on fuel bills.

Let us send you details of our profit making proposition. It means money to you. Write for it today — now.

The GALT STOVE & FURNACE CO., Limited
GALT — ONTARIO

Representative for Quebec: E. Lapierre, 244 St. Paul Street West, Montreal, Que.



MORE HEAT FROM LESS COAL

WESTON WRIGLEY
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Advertising Manager
W. J. CROWLEY
Montreal Representative
H. ABRAMS
New York Representative
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Chicago Representative

HARDWARE

ACCESSORIES · SPORTING GOODS
PAINTS · HEATING · ELECTRIC · HOME EQUIPMENT
A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

A Consolidation of
**HARDWARE and
ACCESSORIES
CANADIAN TIRE and
ACCESSORY JOURNAL**
and the
**CANADIAN HARDWARE
JOURNAL**
Established 1909

VOL. 15—No. 11

8 UNIVERSITY AVE., TORONTO, NOVEMBER, 1923

\$1.50 Yearly in Canada

TO STIMULATE HARDWARE SALES

EVERY person in your community has a dozen or more gifts to make every year—for Christmas, birthday, weddings, anniversaries, graduations, and so on down the line, and every hardware store has scores of items that make ideal gifts.

But Mrs. Gift-Hunter usually goes to the jeweler's, the drug store, or the department store. She needs to have the desirability of hardware gifts called to her attention to shunt a lot of this business to hardware stores.

If every hardware merchant will adopt the slogan, "Gifts of Utility, Hardware," and will use the cut shown below in his advertising, on his letterheads, on his statements, and on all other printed matter leaving his store, the constant suggestion will send more and more people to hardware stores to buy "Gifts of Utility."

It is stated that the florists quadrupled their business by adopting the slogan, "Say it with flowers," which proves conclusively that the public mind is susceptible to suggestion.

If you are not already using this slogan, send 50 cents in stamps and one of these cuts will be sent to you by return mail.

Make the people of your community think of



WATCHING THE TURNOVER

EVERY merchant not in business merely for his health watches his turnover as carefully as he watches his gross sales.

Tucked away in infrequently visited corners are goods whose failure to move on schedule time may spell the difference between profit and loss. Those goods are there because the public either didn't want them or didn't know they could be bought.

Watching the turnover isn't difficult or laborious if the merchant interested in this all important phase of merchandising employs a simple plan that informs every employee in the store as to when certain merchandise was purchased.

Marking a price tag "A-23" could notify a salesman that the attached goods were placed in stock in January, 1923. "B-23" could be used to indicate that certain goods were purchased in February, 1923. Such marks can be made to keep every salesman in the store on the *qui vive* for mer-

chandise that should be moving and isn't. "C-23" needn't mean anything to a customer, but it may prevent some dead merchandise on the shelves.

A system similar to this enables a merchant to keep his stock moving and eliminates the expensive discovery that certain merchandise has occupied valuable space for an unreasonable length of time.

HARD TO REDUCE EXPENSES

The success of the wholesaler is dependent largely on the prosperity of the retailer, and all activity which has for its results the education of the retailer in the more progressive and profitable conduct of his business is beneficial to the wholesaler and to the manufacturer.

Figures I have studied recently indicate that approximately 60 per cent of the retailer's expense and about 70 per cent of the wholesaler's expense is made up of salaries, wages and commissions. When we talk of reducing expenses we must bear in mind that neither the executives nor the clerks in the hardware business have been greatly overpaid. In fact, it is safe to state that I know of no business that requires a greater degree of intelligence, so much hard work and attention to details for so small a remuneration as the distribution of hardware.—F. A. Heitmann, president National Wholesale Hardware Association at Atlantic City Hardware Conventions.



SIMON RAE
(D. H. Howden & Co.) elected
President Canadian Wholesale
Hardware Association.



L. P. MOORE
(Benjamin Moore & Co.) elected
President of U.S. Paint Manufac-
turers Association.

Hardware Conventions at Atlantic City

Retailers Have Large Representation to Meet Manufacturers and Jobbers—
Interesting Discussions on Simplification of Hardware Lines
and Dangers of Excessive Consumer Advertising.

By WESTON WRIGLEY

I HAVE attended many of the annual October conventions of the hardware manufacturers and jobbers at Atlantic City but none have compared in real interest to all branches of the trade the convention held on October 15 to 19, 1923, under the auspices of the American Hardware Manufacturers Association, the National Wholesale Hardware Association and the Automobile Accessories branch of the National Hardware Association.

Twelve hundred hardwaremen, representing every branch of the trade from all parts of North America were present, including about twenty from Canada.

It has been customary for the officers of the National Retail Hardware Association to attend and for the president and secretary to extend fraternal greetings to the manufacturers and jobbers at the opening sessions. This year, however, the retail representation included the presidents, secretaries and other officers from a dozen or more State Association and the opinions of the retail representatives were sought by having them participate in nearly every question discussed. All the meetings were open session except the last day when the officers for the coming year were chosen.

A real heart to heart talk delivered to the manufacturers and jobbers by Hamp Williams, President of the National Retail Hardware Association, is reproduced on another page. It outlines the retailers problems in a masterly way and should be a factor in bringing about a better understanding between the various branches of the trade. In fact the manufacturers convention passed a resolution recommending closer co-operation with the retailers at future conventions.

The outstanding purpose of the conventions was to discuss ways and means of lowering distribution and overhead costs—and there was some frank talk on this subject which ought to result in close study and prompt action. Hamp Williams told of the overlapping of manufacturers and jobbers salesmen. P. D. Noyes, president of Oneida Community, Limited, told of the tendency of jobbers to move from back street warehouses to expensive buildings with mahogany furniture. And Saunders Norvell issued a warning regarding the increase of distribution costs due to national advertising campaigns in magazines.

Officials of the United States government were also present to tell of the remarkable progress which has been made by co-operation between the government and the manufacturers in simplification of manufactured lines, the retailers and jobbers being in hearty agreement as to the advisability of reducing the variety of sizes and styles of most lines of manufactured goods. Official endorsement was given to a specific simplification program which represents the elimination of excess varieties and patterns amounting to 64 per cent.

It was generally agreed that one of the big problems of the future is the better educating of the Retail Hardware Salesmen, who in thousands of retail stores are the last link in the chain in distributing hardware products to the ultimate consumer. The manufacturer, jobber and trade press must co-operate to this end.

The consensus of opinion at Atlantic City regarding business conditions is that while no boom period is expected, or desired, that an even flow of business could be expected during the coming year.

Isaac Black, president of the American Hardware Manufacturers Association, predicted that the hardware business would enjoy healthy business conditions during the first half of 1924, while F. A. Heitmann, president of the Jobbers, said:

"It is quite likely that during the next five or six years, or possibly even longer, prices of hardware will fluctuate, with a general trend downward. It has been said that when you are skating on thin ice safety lies in speed; so on a downward market profits depend on the rapidity of turnover at a fair margin of profit."

The retailer's viewpoint was expressed by R. W. Hatcher, chairman of the National Retail Hardware Association, who said:

"It is a general conviction on the part of the consuming public, that prices should not have been advanced to the degree they have been, and you manufacturers are warned that if a persistent policy of advancing prices is maintained you may expect an easing off in consumption."

"If manufacturers' costs of production are too great they must study simplification, elimination, or such methods as his investigations suggest. Such action would appear as an impelling necessity, for we cannot hope to avoid the consequences of the inexorable law of the survival of the fittest."

Retailers' Problems Should be Understood

Plain Talk to Manufacturers and Jobbers by Representative of Retailers
at the Atlantic City Hardware Conventions.

By HAMP WILLIAMS, President, National Retail Hardware Assn.

WHEN your secretary invited me to address this meeting he told me to select my own subject and so when the time began to draw near for me to come down here to Atlantic City, I sat down one day and asked myself:

"What am I going to talk about to those manufacturers when I appear before them as the representative of the 21,500 retailers who form our National Association? What can I say to them beyond thanking them for the honor they have shown our association by giving it's president a place on their program?"

"And I got to thinking about who would be here. I just sort of pictured the audience that I'd face and the first thing I thought was this: "Here sit the very biggest men in the whole hardware industry. The best brains, the most money, the greatest influence. Here are men who have everything at their command; have all the advantages of contact, all the advantages of education—and I am to talk to them as a representative of the hardware retailer."

And then I began to think about the hardware retailer. I didn't think anything about the big city dealer. I didn't have to represent him. The manufacturer knows him; sells him goods; gives him prices lots of times that are almost as low as the jobber buys. No need to worry about him, or talk for him. Oh, no! He can look after himself.

But I thought about the other retailer, the fellow out in little town or village. The man who worked for years saving every cent he could, denying himself all the pleasures of life in order to save enough money to start his little hardware store out there. I thought of him trying to make enough out of that little business to keep his children as well dressed as their playmates, to give them an education, to be a good citizen and serve his community honestly. I can just see him now. Hasn't much education, works from ten to fifteen hours a day, just trying his level best to make a living.

And I thought to myself: "What chance would a man like that, or a number of them equal to the number of the manufacturers who are here today, have in any kind of a deal with you men?"

And do you know that the majority of the hardware retailers in this country are men just like that? Why one of the business authorities says: "There are a million and a half retailers in the United States today and 100,000 of them are doing a profitable business; 400,000 are doing a fair business; but a million of these retailers are barely struggling along." Why, the survey our Association made this year shows that the average retailer only made about five per cent on his investment last year. That was the big and the little the ones who were making money and those who are just struggling along—and the year before they didn't do that well; and the year before that it was worse yet.

What chance would they have in any kind of a deal with you men! Of course I know you men don't want to take advantage of them. You wouldn't do that knowingly. But did you ever just sit down and try to figure out what that little fellow is up against? You fix the price they must

pay for their goods and you fix the price they must get. Now I expect most of you are saying to yourselves; "Why we haven't anything to do with the prices the dealer pays, or gets. We don't even sell him. We sell the jobber". That's right, but now let me tell you.

The Jobber has to make his profit. He adds his margin to the price he pays you and then he sends his men out to sell. The traveling salesman goes into that little dealer's store and the dealer says: "I want some wrenches, some 8 in. knife handle wrenches, how much are they?" The salesman looks into his catalog and says: "They will cost you \$9.75 a dozen" and the little dealer says:

"My, that's high. The mail order house sells them retail at ninety-five cents and I have to meet that competition. Can't you do any better?"

And the salesman says "no", that's the best he can do, and there you are. Or, if it isn't mail order competition it's some retailer who has gotten big enough to get on the jobbers' discount list. He doesn't give away all he makes by these preferred prices, Oh, no! He just sells at a price that makes good money for him because he has bought cheap, and is too low for the little fellow to sell at and make money. So there he is, just struggling along, just struggling along.

Do you wonder that he gets desperate sometimes? That he will gather together a lot of merchandise that isn't moving and fire it back to somebody for credit? Or that he will wait a few days overtime and take a discount that he really isn't entitled to?

Talk about waste in distribution, why the biggest waste of all is these million retailers who are barely struggling along. If they can't make money they can't distribute economically. And they can't make much under these conditions. You might say they have no place trying to sell, that they ought to get out. But there are ten like this to every one who is making reasonable money from his business, and in the year they distribute a lot of merchandise for you—a lot more, in fact, when you consider them altogether, than those who are getting these preferential discounts that take away the protection from the little fellow.

Where are we going to get with that? If the manufacturer sells the chain store, the department store, the mail order house and the big retailer at the same price he does the jobber, what is going to become of the jobber and what is going to become of that little fellow out there who could not live in business for six months without the jobber? If the jobber evens up by selling all the hardware retailers he can, then sell all the rest of the retailers and then sell the consumer, what is going to become of the retailer? He hasn't anybody to sell to, except the consumer. How long is he going to keep just barely struggling along, and what have you to take his place when he quits?

The manufacturer sends out his salesmen to sell the retailer and the salesman sends these orders to some jobber who ships the merchandise from his warehouse and gets a discount for doing it. Then the jobber sends a man over the same territory who could just as well have sold the

retailer in the first place, and up goes the cost of distribution.

A man's judgement is no better than his information!

The manufacturer is really in earnest in trying to help the retailer. But does he really know the retailer, know his problems, know what must be done to sell at retail. Did you ever sit down, or have somebody in your office sit down and think the distribution of your merchandise clear through from your plant to the consumer's hands? Ever study the various obstacles along the way, over consider what each type of distributor must do, and what he is up against? Ever imagine yourself a retailer selling the line you manufacture and figure out what you would do to sell it? In our national organization we have often asked manufacturers this very question and most of them will say they market all their products through the jobber and don't know anything about the retail business. Then how are you going to help the retailer? How can your judgement be good if your information is not?

I am not drawing any exaggerated picture. I am telling you exactly what the retailer is up against, I mean the average retailer and what can we do about it?

My thought is this, for the manufacturer: First he should realize that he makes his merchandise for the consumer. Everything is secondary to that. Then when he decides how he is going to reach the consumer it ought to be the business of somebody in his plant to study every step of the way and to be in position to help those distributors, to remove all possible obstacles from their paths and show them how to operate economically and in the best interests of the public. That is the job for the individual manufacturer. Then there ought to be a common council—a council of manufacturers, wholesalers and retailers and this council ought to meet at regular intervals to discuss the complaints any branch of the trade may have against the other; to find out what each is doing that is unnecessary and wasteful, and devise methods to eliminate such complaints and such wastes.

When we get to that point we will go far toward cutting down the cost of distribution, and we will be rendering a wonderful service in safeguarding the little fellow I have been talking about, the fellow who after all is the real backbone of the retail trade. We will perpetuate his function by enabling him to serve his public more efficiently and economically than any other agency can.

The manufacturers, the jobbers, and the retailers are pretty well organized and what they lack more than anything else is a proper understanding of each other's rights, and then to respect those rights.

The coming together and discussing our differences as we are here today, will go a long way toward adjusting these differences.

TORONTO HARDWARE CLUB

The Toronto Hardware Club held its monthly meeting on Tuesday, Nov. 13, an address being given by G. D. Davis on "Why Some Hardware Dealers Lose Money," overbuying and duplication of lines as well as poor methods of display being given as some of the reasons. H. N. Joy told of recently finding an overplus of stock on one line and how he disposed of it. J. W. Peacock gave a tip on how he had increased sales on electric cord, and Frank Jackson also gave some inside information on floor wax and other lines. Another dealer told of a customer coming in for a machinist's hammer which, not having it in stock, he offered to procure from the wholesale, the result being the sale of \$42 worth of goods of which not more than \$5 were from stock.

PLAIN TALKS TO HARDWARE JOBBER

Extracts from address by E. W. Hatcher, Executive officer, National Retail Hardware Association, to Manufacturers and Jobbers at Atlantic City Conventions.

The majority of retailers have gone on record as favoring the present system as a logical one but maintain that its defects and abuses should be corrected, and in this effort they invite the mutual cooperation of manufacturer and jobber whose interests are common with theirs.

The retailer is fighting your battles. He is making it possible for you to live and prosper. He has built and is now building for you an established clientele, with the consumer, that makes possible the enormous expansion of your business. He is the advance guard and the fore front of the present system. If he falls down the present system will cease to exist or must find reconstruction along different lines.

The retailer today is studying stock-turn more than ever. His stocks today as compared to three years ago, will show a marked change. Shelves are not overburdened with non-essential merchandise to the exclusion of the class of goods that move quickly. The retailer has learned to weed out the slow sellers, make his stock more attractive, owe less money, and function with greater efficiency.

The public is obsessed with the idea that costs of distribution are too high. No less an authority than Babson is quoted to the effect that distribution costs are excessive. What are we doing to reduce them?

When manufacturers sell chain store enterprises at favored prices, they are furnishing them with the very ammunition that will cripple the manufacturers best friend—the retailer.

I am not antagonistic to jobbers either in a personal or trade sense. I recognize fully the jobber's place in distribution. But I must say that the jobber who, in the enjoyment of his differential, retails hardware at merchants resale prices is guilty of a most unethical practice and merits the withdrawal of his jobbing privileges by the manufacturers.

In many instances it has been shown that sufficient margin is not allowed by the manufacturer for the retailer to cover his operating costs. Too often manufacturers apparently show little thought for the retailer's interest in fixing such margins. He will add twenty-five per cent to his selling price and call in twenty-five per cent profit. Twenty-five per cent on equals twenty per cent off, so the average retailer actually loses one and one-half per cent on each dollar taken for such goods.

The retailer's average profit is 2.64 per cent. Would the manufacturers like to operate on such a profit basis? The public however does not know these things. Thus the unfortunate retailer is heralded as a profiteer, when as a matter of fact he is left between the upper and nether milestone.

Does Consumer Advertising Harm Dealers

Saunders Norvell, former St. Louis Hardware Jobber, Now a Wholesale Druggist in New York, tells Atlantic City Hardware Conventions that National Advertising has Injured Retail Druggists.

ONCE upon a time the retail drug merchant was an authority in his community on drugs and chemicals, just as today the hardware man is an authority on axes, hatchets and saws. Once upon a time when a man wished drugs and chemicals he went to his friend, the retail drug merchant, and asked his suggestions and advice in regard to the kind and the quality of goods to purchase. He was guided by this advice. This condition, while it still exists in the hardware trade, has entirely passed away in the drug trade.

"Nowadays the national advertiser in the drug business thinks up some high-sounding name, advertises his goods nationally, on one hand frightening the consumer about the condition of his health; describing his symptoms, and on the other hand, promising him a cure or relief if he will only buy his concoction. Then in his advertising he warns everybody against substitution. If any retail drug merchant would have the temerity to say to a customer, for instance—'This other preparation made by me is "just as good"'—that drug merchant would immediately be classified by the intended purchaser as a fraud and a cheat. What is the result? The retail drug merchant today knows nothing whatever about salesmanship. He does not try to sell goods. His clerks, like automatons, stand behind the counter and pass out the goods that are called for—that are nationally advertised. They have nothing to say about these goods. They would not dare to make any suggestions. They take the money, punch the cash register and turn like a machine to repeat the same performance with the next customer that national advertising has driven into their shops. If you do not believe that this picture of the average retail drug store is correct, just enter one of these stores to make a purchase and see what will happen.

"Now what has brought about this condition? The answer is simple—national advertising. The manufacturers of a long line of drugs and toilet articles have bought space in newspapers, magazines, on street cars and on billboards, and have proceeded forthwith by advertising to sell their goods to the buying public. The greatest of these manufacturers openly boast that they do not ask any selling ability whatever on the part of drug jobbers or retail merchants. All they ask is that their goods be carried in stock and that orders be filled when the goods are called for. This all seems very simple and delightful, but when we analyze the profits that the jobbers and retailers are making on these nationally advertised goods, we soon find that the goods are being sold, by reason of competition, at less than the actual cost of handling the business.

"It may surprise you to know that today by the actual records of the wholesale and retail drug associations, 53 per cent of the sales of a drug jobber and a drug retailer are nationally advertised patent medicines that as a general rule are sold at less than the cost of doing the business, either by the wholesaler or the retailer.

"It may interest you to know that last year in the United States \$350,000,000 was paid for advertising. Roughly speaking, there are 1,000,000 retailers in all lines in the United States, which means that there was \$350 spent for set of tools, he goes to his retail hardware friend to help

each retailer in business. Roughly speaking, there are 100,000,000 people in the United States. This means that there was 35c per person spent in the United States in 1922 in advertising.

"Today the retail hardware man, thank God, is still an authority on hardware in his own town. If a man wishes to build a house, he goes to him and asks his advice in regard to builders' hardware. If a man wishes to buy a

WARM DISCUSSION ON ADVERTISING

Following the address of Saunders Norvell at the Atlantic City Conventions on Oct. 17, Fayette R. Plumb, tool manufacturer, Philadelphia, took issue with Mr. Norvell on the latter's statement that national consumer advertising by hardware manufacturers is a waste and not in keeping with the endeavor being made to reduce distribution costs.

"There is more profit today for the dealer in Plumb tools than in any competing line," said Mr. Plumb, "because national consumer advertising creates demand, increases the volume of sales and enables the retailer and the jobber to make a better margin of profit."

He cited, as an instance, Plumb hammers being advertised to the consumer at \$1.65 and sold by the retailer at that figure, while a competitive hammer costing the retailer the same price as the Plumb tool is being sold at \$1.25, thereby representing, he said, a lower margin of profit for the dealer.

"I thought," said Mr. Norvell, "that the object of this convention was to reduce the cost of distribution. Mr. Plumb himself admits that the public has to pay \$1.65 for his tool, which is nationally advertised, and only \$1.25 for his competitor's."

"The margin of profit was cut by the retailer in that case," Mr. Plumb interrupted. "The retailer himself was the one who suffered in that instance. We attempted to protect him and help him to meet his overhead expenses."

Mr. Norvell continued: "If a manufacturer spends millions of dollars advertising to the consuming public and creates a strong consumer demand for his products by means of his advertising, the time may possibly come when he will find that he doesn't have to give the jobber, for instance, a margin of 15 per cent in order to have a satisfactory sales volume. When the manufacturer has created a consistent consumer demand he doesn't have to worry about the retailer's expenses or the jobber's expenses. They will have to carry his goods or lose customers, and if they won't some other retailer or jobber will. This has happened in the drug trade, and the same fundamental laws apply to the distribution of hardware as to the distribution of drugs and other retail commodities."

P. B. Noyes, Oneida Community, Ltd., Oneida, N.Y., then took the floor in opposition to Mr. Norvell.

"It's one thing to theorize," he said, "but consider what has actually been done. Experience and facts prove that hardware manufacturers who do consumer advertising do more to help the jobber and the retailer keep their profits up than anybody else. It isn't charity, either. It is as practical as self-preservation.

"Take a specific case in point," Mr. Noyes added. "Nobody made more than 2½ per cent on steel traps before the Oneida Community, Ltd., concentrated on them, and made it profitable for the jobber and the retailer to handle them. The result has been that both the manufacturer and the distributor have profited and the public actually gets more than it ever got before. The selfishness of human nature is sometimes a beneficent thing: it works two ways."

him make the selection. If the time ever comes when builders hardware, tools and other articles in the hardware line are advertised as they are in the drug line, this condition will entirely pass away. When a man goes to buy his builders' hardware or his tools he will know, or he will think he knows, exactly what he wants, and woe to the retail hardware merchant who would dare to suggest to him what he should buy! If he does, this retail merchant will be branded as a substituter, and the consumer will go to some other store where he can get what he wants without trying to have any other brand put over on him.

"Therefore, while no one believes more than I do in certain kinds of advertising, let me in this first message to the hardware trade after so many years of absence, utter a warning against this chimera of national consumer advertising. In the end it will be a bad thing for manufacturers, jobbers and retail merchants, just as today it has almost completely demoralized and ruined the wholesale and retail drug business of the country.

Let me warn the jobber in the hardware business to control his field. Do not let your business get out of your hands. The only way to do that is to command and dominate the trade in their territories. The only way to do that is to be in such close contact with the retail merchants in your territory that they will not only be willing to give you their business but they will be glad to do it, feeling that you are their best friend and that you can be depended upon as a friend at all times. I trust in the hardware trade that there will never grow up the same feeling between the jobbers and their retail customers as has grown up in the drug trade.

"Let me say to you here that the wholesale drug trade of the country have in many parts of the United States almost lost control of their territories. They have done this because they got out of touch with their retail drug customers by reason of pride and vanity. These customers are substituting buyings clubs, mutual societies and other forms of business in place of the jobber. Let me also tell you that it is a matter of common knowledge in the wholesale drug trade that it is almost impossible for the wholesale drug houses in these sections to meet the competition of this new class of competitors. Before this form of business has developed in the hardware trade, let me as a friend lift my voice in warning to the wholesale hardware trade.

"What are the dangers that I see that confront the hardware manufacturers? One of them I believe is to be led astray by this modern cult of supersalesmanship. The hardware manufacturer must not crash on the rocks as a result of the siren song of the advertising agency.

"Already I notice that some of our hardware manufacturers have been led into signing their names on the dotted line for a national campaign. Already I notice certain goods advertised in full page advertisements in magazines that are read by a class of people of which probably not one in a thousand readers will ever have occasion to buy the particular article advertised. Such advertisements might have been understood in those days when all of us were paying excess profits taxes to the Government. They were of course a form of increasing the expense account but in these days when we happen to know that even some of the manufacturers advertising are not burdened by their excess profits, we wonder what motive is back of these advertisements. Is it simply vanity? Does some one like to see their name in print or is it simply bad judgment or is it the siren song of the supersalesman who sells advertising?

SIMPLIFYING HARDWARE LINES

Interesting facts from Address by A. E. Foote, Division of Simplified Practice, Department of Commerce, Washington, D.C., at the Atlantic City Hardware Conventions, Oct. 18, 1923.

SIMPLIFICATION is defined by the Government as "The reduction of variety in sizes and dimensions of commonplace things as a means of eliminating waste in production, distribution and consumption."

That simplification is spreading is shown by the fact that 125 different groups engaged in 90 different fields of production and distribution are now using the service of the Department of Commerce in developing definite steps toward the simplification of their particular activities.

The outstanding perfected simplification in the hardware field has been that accomplished by the woven wire fence industry. This industry found that approximately 90 per cent of its production was upon 10 per cent of its lines. As the result of the conference last summer 5522 styles made by 27 manufacturers were reduced to 69 and the number of packages was cut from 2072 to 138. This means the elimination of 87½ per cent of the styles, and 93.4 per cent of the packages. The new program of this industry will go into effect Jan. 1, 1924.

Builders' hardware is another group conspicuous for its simplification progress. Fourteen well attended meetings have been held, and the following types have been recommended as standard: 213 types of locks and trim, twenty-seven types of butts and 139 types of miscellaneous hardware, making a total of 379 types, which does not include all the variations as to size and finish. These 379 types represent about 85 per cent completion of the work in a field of about 45,000 items of builders' hardware, not including the variations as to finish. Definite action may be expected in the near future.

The sporting goods field presents a somewhat different aspect from that of the other hardware groups. Sporting goods are usually a luxury and for that reason the consumer may demand a wider variety than in lines which are classed as necessities. Then again sporting goods are seasonable. Some seasons are long—some are short. The number of lines is considerable. In a general way they may be classed in the following subdivisions: Arms and ammunition, fishing tackle, athletic goods, campers or out-of-door goods.

These conditions, however, have not prevented one manufacturer from reducing his line of loaded shells from 8200 to 1750, while another has gone a step farther, making his reduction from 1700 to sixty.

The fishing tackle business seems to be groaning under a complexity of varieties. One wholesaler has told of the enormous quantity of items he is obliged to carry, some of which are not called for more than once in five years. He carries 309 different reels, whereas ten would probably meet every requirement. He also says that more than half of the items could be profitably eliminated from his catalog, which now lists 16,400 articles.

Securing the Hardware Xmas Gift Trade

Hardware Dealers have a Great Opportunity to Increase Their Profits
by Stimulating Sale of "Gifts of Utility-Hardware."

Written for "Hardware" by C. H. BROOKS

CHRISTMAS comes but once a year and when it comes it brings the annual opportunity for hardware dealers to "cash in" on the Christmas gift trade. This is the time to make the silent salesmen, showcases and windows work overtime. But the dealer needs to do even more than put in a good stock and display them in his store. He must let the people know about that stock. He must have a Christmas selling campaign to make a profitable Christmas trade. He needs ideas and some assistance to enable him to make a creditable series of displays in his windows. He needs good cuts and able copy for his newspaper advertisements, if his message is to seize the shopper's attention among the bigger spaces that will be filled by his large competitors. He needs good advertising matter that he can send direct by mail to the homes of his community to invite the shoppers to come and see the suggestions that he offers. He must have new ideas and many of them to enable him to build up the essential Christmas atmosphere, both through the decoration of his store itself and the arrangement, packing and display of the goods.

Manufacturers have prepared, at considerable cost, various dealers' helps and these should be used as planned to be most effective.

Visualize Your Market

Consider the Christmas shopper as she comes down town to buy more gifts, for after all that is the way to visualize your market. She is hungry for appropriate suggestions. She is searching for just such gifts as you can sell her. She follows the prompting of such advertising as has been impressed upon her, but still her eyes are open eagerly for what the windows tell her. And so the store that is bedecked with Christmas gayety and resplendent with the promise of the things she seeks—in other words, the store that is plainly marked with the Christmas purpose—is the store that wins her interest and her money.

Of course, the hardware dealer cannot compete with the department store in volume or diversity of display. It is not necessary. For the hardware store is fortunate in selling goods of peculiar fitness for Christmas giving, of great appeal for their modernness and utility. It is only necessary to make this known to all the shopping public, and the way to bid for Christmas business is to enter in the field in the accepted way, to create the Christmas atmosphere, and to make the tired shopper feel that surely here she will find the kind of gifts she seeks.

Definite Things to Do

Plan a series of good Christmas windows. You have seen a hundred good ones. The manufacturers are all suggesting just as appropriate displays for featuring their goods. Put the Christmas note in every window, but remember that the purpose is to sell the goods and do not let the merchandise become too secondary an impression.

Dress your goods for Christmas by the use of holly boxes and holly wrapping paper and tie them with holly tape. Use plenty of good Christmas price cards and announcement posters, in green and red, that carry out the Christmas idea, with holly in constant evidence. Much can be done with cards and posters, both in the store and windows, to keep the speed and spirit of your message.

It is well to have a Christmas opening in the store for which personal invitations can be sent to all your customers, with a cordial invitation extended to the public from your general advertising. At this reception give a buttonhole sprig of holly to every man and woman. Pick the most attractive girl among your employes and have her present sprigs of holly to the men guests, putting them into their buttonholes. Have one of your young men make the presentation to the ladies.

Small electrical appliances such as grills, flatirons, table accessories are common enough as gifts and every hardware dealer will tell you that the demand for aluminum ware and enameled ware and even woodenware is accelerated during the Christmas gift season.

Gifts for the Family

Just consider the staples that make suitable gifts for different members of the family. For the women we can name such highly desirable articles as aluminum ware, glass cooking ware, scissors and shears, thermos bottles, fireless cookers, roasters, casseroles, serving trays, electric irons, electric toasters, vacuum cleaners, electric washing machines, electric percolators, and other electrical appliances; for the men there are razors, shaving sets, pocket knives, tools and tool chests, fishing tackle, revolvers, guns, flashlights, auto accessories, leather goods of various kinds, skates, and fountain pens, patent pencils, and the like; for the boys we might mention baseballs and baseball gloves and bats, fishing tackle, flashlights, guns, coaster wagons, tool sets, sleds, skates, pocket knives, and watches; and for the girls we have sleds, scissors and shears, wagons, rubber balls, and perhaps dolls, manicure sets, and closely related articles.

"These are what we might call staple articles of hardware, mind you, that are to be found in almost any hardware store. No mention has been made of toys or of the numerous articles that logically belong in the hardware store but that are not carried by all hardware stores. When we add the large variety of wheel toys, mechanical toys, building sets, sporting goods, and housefurnishing goods that are more definitely classed as hardware than as anything else, we have an array of gift goods that cannot be equaled by any other kind of store.

The two main factors in getting your share of Christmas gift trade are having the goods and then letting the people know that you do.

"Shop Early" Drive Aids Customer

About the middle of November when the stores all begin the annual 'Shop Early' drive, let the people know that your store has the goods. This you can do by getting out a folder or circular to be used in direct-mail, by advertising extensively in the daily papers, and by arranging attractive displays in the windows and on the floors."

What to give this Christmas, is always a difficult question for the shopper to settle. Year after year, he or she has been giving certain relatives and friends something as a holiday remembrance and it seems that there is something else to be had without duplicating some gift that the re-

ipient has already had. If the shopper goes downtown to look around, she becomes more confused and undecided.

This situation affords the aggressive hardware dealer an excellent opportunity to perform a genuine service for Mrs. Shopper and at the same time make reasonably sure of getting her Christmas trade by offering definite, helpful suggestions of "Gifts of Utility" for different friends and members of the family.

Feature Winter Auto Accessories

Hardware Dealer Situated within Stones Throw of Several Garages Gaining an Enenviable Trade—Proving Hardware Stores Gaining Grip on this Business.

NOW is the time to feature winter automobile accessories. Owners are using their cars all winter now, and they appreciate any accessories that will enable them to do so with greater comfort and safety. The first cold spell will send them looking for these contrivances. It is up to the hardwareman to cash in on this seasonable line.

There are on the market a great many different articles that are of interest to motorists. There are tire chains of many designs; electric hand warmers that fasten to the steering wheel and make warm hands while driving. There are heaters that can be attached to the exhaust and use the hot gases to heat the interior of the car; windshield cleaners that operate automatically or by hand. There are antifreeze mixtures; robes and storm curtains and dozens of other things that are in demand at this time of the year.

A Toronto hardware store that is doing a big business in accessories is Aikenheads. Situated near several garages, they are gaining an enviable trade and proving that the hardware store is the place from where automobile accessories should be sold. They have applied themselves to the building up of this business until it has gained its present gigantic proportions.

At present, they are featuring the winter accessories. They maintain a permanent window display, where they feature motor heaters, winter oil and other seasonable things. This display is changed once a week, unless there is some special selling campaign in progress, when, the window may be changed twice in one week.

One section immediately inside of the door is devoted to the sale of accessories. There are glass show cases enclosing the department in which are displayed many kinds of equipment.

They feature accessories prominently in their newspaper advertisements. Results from advertising of winter accessories this fall have been very good. Many enquiries have been received from prospective customers. It is merely a matter of time until the first really cold spell when they will move rapidly. Protection and comfort is the note that they strike in advertising appeal.

Something worth while cannot be got for nothing. A good business in automobile accessories takes some time to build but it is well worth it in profit gained. It is unwise to have large stocks of winter accessories as they can be obtained on very short notice. As accessories are a comparatively new departure from hardware store people must be educated to it. But, once that the trade has been gained as Aikenheads have won it, it is easy sailing.

SUITABLE GIFT SUGGESTIONS

ALARM CLOCK	ELECTRIC TOASTER	HOCKEY SKATES	SAD IRON
ASH TRAY	ELECTRIC BELLS	HOCKEY BOOTS	SAFETY RAZOR
AUTOMOBILE BRUSH	ELECTRIC GRILL	HOCKEY PUCK	SALAD SET
AUTOMOBILE HEATER	ELECTRIC COFFEE URN	HAIR AND BEARD CLIP-	SALT AND PEPPER SET
AUTOMOBILE RUG	ELECTRIC BOILER	PERS	SEWING MACHINE
BATHROOM FIXTURES	ELECTRIC PERCOLATOR	INDOOR BASEBALL SET	SEWING MACHINE MOTOR
BICYCLE LAMP	ELECTRIC RANGE	KITCHEN SET	SKATES
BOXING GLOVES	ELECTRIC IMMERSION	KNIFE SHARPENER	SCRUB BRUSH
BRASS NOVELTIES	HEATER	KNOCKER	SHAVING SETS
BREAD BOARD	ELECTRIC IRONS	LANTERN	SILVERWARE
BREAD BOX	ELECTRIC HEATER	LETTER BOX	STOVE
BREAD KNIFE	ELECTRIC FAN	LETTER BASKET	STEP LADDER
BRASS AND WOODEN	ELECTRIC HEATING PAD	MANICURE SETS	SLEIGH BELLS
BOOK ENDS	ELECTRIC VIBRATOR	MOCASSINS	SNOW SHOES
BIRD CAGE	ENAMELLED WARE	MECHANICAL TOYS	SKEES
CARPET SWEEPER	FLASHLIGHT	METAL TOYS	SWEEPING BRUSH
CHAFING DISH	FIRELESS COOKER	METAL BANK	TABLE CUTLERY
CURLING TONGS	FOOTWARMER	MEAT CHOPPER	TEA CADDY
CIGAR LIGHTER	FRUIT KNIVES	OIL HEATER	TEA POT
CUTLERY	FIRE IRONS	OIL LAMP	TEA KETTLE
CASE CARVERS	FIRE SCREEN	PAPER CUTTER	TINWARE
CUT GLASS	FLOOR STAIN	PAPER WEIGHT	TRAVELLING BAG
CLOTHES BASKET	FOOTSCRAPER	PARLOR GAMES	TOOL BOX
COASTERS FOR CHILDREN	FLOWER STAND	PIANO LAMP	TABLE LAMP
CARRIAGE ROBES	FURNACE SCOOP	PICTURE FRAMES	TOBOGGAN
AND RUGS	GAS STOVE	PICTURE CHAINS	TEA TRAY
COAL SCUTTLES	GAS HEATER	POCKET KNIFE	THERMOMETER
CLOTHES BRUSH	GLASS SHADES AND	PUNCHING BAG	VACUUM CLEANER
COFFEE POT	GLOBES	POTATO MASHER	VEGETABLE BOILER
DESK LAMP	GYMNASTIC EXERCISER	PLYERS	VARNISH
DOOR MAT	GRATE FENDER	POCKET COMPASS	WATER FILTER
DINNER BELL AND GONG	GO-CART	PAIS	WATER PURIFIER
DESSERT KNIVES	CONGS AND STRIKERS	PAINT BRUSHES	WASHING MACHINE
ELECTRIC CHRISTMAS	HAND SLEIGH	READING LAMP	WHIP
LIGHTS	HAND MIRROR	RAZORS	WRINGER
ELECTRIC TOYS	HOCKEY STICK	RANGE	WOODEN TOYS
			WASTE PAPER BASKET

Cut out the above list of helpful suggestions for suitable "Gifts of Utility" and paste on a card surrounded by attractive lettering, then place where customers may look it over.

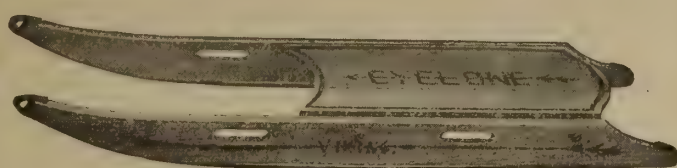


The Viking Line

Keep Your Stock Complete



SELF STEERING SLEDs — **SLEDs** — WOOD TYPE SLEDs
 with "T" Section Steel Runners with Drawn Steel Rod Runners
 Extremely attractive finish, color scheme and decoration.



"Viking" Self-Steering Sleds are leaders. They are good looking, speedy and stand all kinds of abuse. Runners are made of "T" section steel of oversize proportions. The knees are 18 gauge cold rolled sheet steel and the various assembly straps are sheet steel of ample strength. The wood decks are of the highest grade, finely finished and decorated in colors, like all Viking Sleds.

There isn't a more desirable wood sled than the "Viking". Made of substantially clear and selected hard woods, carefully machined and assembled, they are finished with a fine grade of filler and varnished in natural color. All our sleds carry extremely attractive decorations, appropriately designed in crimson and brilliant blue.

VIKING HOCKEY STICKS



We manufacture two special grades to meet the needs of senior players. Great care is taken in the selection and purchase of the proper timber for these sticks; only genuine heavy Rock Elm being used. Every stick entirely hand finished, assuring a perfection of balance and design which will bring to the player highest proficiency and pleasure of the sport.

The "Viking" line also includes a full line of graded sticks for general trade purposes. Each "Viking" stick is a good stick, the best of its grade and worth the money.

The "Viking" line includes Skis, Ski Poles and Harness, Toboggans, and a high grade line of Wood Specialties comprising Step Stools, Ironing Boards, etc.

Rice Lake Canoe Company, Limited

Cobourg

Ontario

Pushing the Sale of Electrical Xmas Gifts

In This Article are Contained Suggestions which will Aid the Hardware Dealer in Making His Sales this Christmas Record Breaking.

Written for "Hardware" by B. M. BRUCE

WITH the Christmas season approaching, the hardware dealer has one grand opportunity to push electrical goods. In these days, time-saving and scientific management have entered in the home as well as into business establishments, and the hardware dealer is offered opportunities he never had before. The women in the home want to accomplish their household duties with as little time and effort as possible, and electricity is the one thing that enables them to do this.

It is not too soon to start pushing the sale of electrical goods for gifts, and by making your suggestions early, you get the public thinking and, also, give them time to consult others and make a proper selection. Attractive window displays and catchy advertising will get the attention of the public.

There are few articles that make nicer gifts than electric toasters, irons, fixtures, feet warmers, bed warmers, electrically-operated mechanical toys, percolators, chafing dishes, casseroles, electric cookers, flashlights, and numerous other lines handled in a hardware store.

Some Suitable Suggestions for Women

Here are a few suggestions that are worth while.

Did any man ever try ironing a big washing? Not many, and most of us know not the joys (?) of standing, for three or four hours at a stretch, in a room heated up to "boiling point" by the fire used to get the old sad irons into that condition that makes them turn out good work. An electric iron would make a most suitable gift, and one that mother or married sister would appreciate to the fullest extent.

Sweeping is a job that is almost as pleasant to the women folks as ironing in a hot kitchen on a summer day. A vacuum cleaner would relieve the housekeeper of this labor and, at the same time, keep the house looking cleaner and neater. Then, too, with a vacuum cleaner, there is not the wear and tear on the carpets. Vacuum cleaners are the greatest things in the world for taking the dust out of heavy chenille curtains.

Other suitable gifts for mother include toasters, egg boilers, griddles, percolators, etc. These will aid her greatly in preparing afternoon tea for the sewing circle or in getting up a hurried lunch at noon.

Big sister would welcome a electric hair curler, which may be attached to any light socket.

For father there is the "wireless" battery holder, into which one screws the cells into a socket after the same manner as an incandescent bulb, with no chance of either wrong connections or deterioration from dampness.

For Little Brother

In the dear old days we used to light candles on little Willie's tree. Nowadays a few miniature incandescent lights attached to a dry battery or connected with the electric trolley furnish more illumination and less foreboding as to results.

And since little Willie has the batteries it seems real economy to the parents to include among his gifts such toys

as motors, model machine shops and miniature railways, which will take the surplus "juice" remaining after the tree has faded into the past.

For the Whole Family

For the general use of the whole family, the hardware dealer handles many lines that make acceptable and useful gifts. It is the most natural thing in the world to wake up in the middle of the night and wonder just how late it is, without being quite energetic enough to jump out of bed to consult the clock that is ticking away on the dresser. The little timepiece, with a tiny electric bulb throwing light on its face when a button is pressed, grants the desire of the lazy one.

A hot water bag is a mighty convenient thing, when hot water also happens to be convenient, but nine times out of ten this interesting article is requisitioned just after the hot water supply has cooled down for the night, and someone has the lovely task of putting the kettle on to boil. This is where the electric heating pad comes to the front with only the simple preliminary of turning the switch required.

It is safe to say that matches are responsible for more burned homes than any other one cause. The glowing stem of the carelessly discarded match, the hasty search in a garment-hung closet by matchlight and the subsequent inquiry as to "What's that burning?" are closely connected.

This is why the electric torch of all shapes and sizes has made such a hit as a Christmas gift. One of these devices, small enough for the vest pocket or the vanity bag, will light a bad bit of road, the largest closet or the cellar stairs, while the hand-lantern, which ranges in elaborateness from the simple handle and bulb, which may be fastened to any dry cell, to the nickel-plated affair with bull's eye lens, has the old tin kerosene consumer beaten for presence of illumination and absence of odiferousness. Equipped with a ruby light, these same electric lanterns allow the amateur photographer to develop his negatives in comfort.

It does not matter much who the prospective recipient of a Christmas gift may be, or what his or her condition or age, there is something electrical which will not only please for the moment, but be of real and lasting service which may be chosen.

An Advantage of Small Windows

There is such a thing as having a window too deep, with the result that people do not look at the goods at the rear. This has been proved by actual observation in departmental stores, but it is not a very common fault in small stores. The trouble is generally directly the contrary—the windows are not deep enough.

A complaint is sometimes made by clerks that the windows they have to work on are not large enough. With the small store this is not always a misfortune as it allows a display to be devoted to one single line. The value of devoting a display to one line is so great that some trimmers divide their large windows into two sections by means of a neat, attractive dividing ledge.

Feature **Coleman Quick-Lite** Lamps and Lanterns As "Gifts of Utility"

NOW is the time for every Hardware Dealer to push the sale of Coleman Lamps and Lanterns as Christmas Gifts. They are easy to sell—just show them lighted. It's the wonderful "light they give" that sells. As a "Gift of Utility" they are unexcelled and you should sell a good number during the next month. People are impressed with the 300 candle brilliance of these modern lights. Brighter than 20 old style oil lamps. Natural, restful light—easy on the eyes, appeals to all people.

There are many homes in your district in which there should be a Coleman Lamp and Lantern. Suggest to any member of such a home the purchase of a Coleman Lamp as a Christmas Gift to Mother or Dad. It will be appreciated and you will make many sales.

Coleman Lamps and Lanterns light with matches, makes own gas from common motor gasoline. No wicks to trim; no chimneys to wash. Safe—can't spill Fuel. Can't be filled while lighted. Keep a lighted Coleman Quick-Lite Lamp on your counter. It will arouse interest and create sales.

Coleman Quick-Lite Lamps are manufactured in a variety of styles for different purposes. The Candelier fixture is particularly suited for use in stores, halls, churches or large rooms. It makes an excellent emergency light when electricity fails. Coleman Lanterns produce a pure white light of 300-



EASY TO SELL—JUST SHOW THEM LIGHTED

candle-power and burning 60 hours on one gallon of gasoline.

Coleman Classic Finish Quick-Lite Lamps are just the thing to suggest for Christmas and Birthday Gifts; Wedding Presents; Prizes, etc. They are very attractive, the nickle finish being supplanted by either Flemish Brass finish or Antique Gold finish. Shade is supplied with or without crystal beaded fringe.

Coleman De Luxe Quick-Lite Lamp is known as "The Aristocrat of the Quick-Lite Family." It is a beautiful lamp, a splendid example of Coleman Craftmanship. The rich gold-bronze fount is carved in deep relief. The same design is carried out in the metal frame of the shade and produces a pleasing contrast to the blended tones of the paneled amber art glass.

Hardware Dealers everywhere are finding a greater desire for better light in the home and for after dark work out-doors. Coleman Quick-Lite Lamps and Lanterns meet every requirement where good lighting is needed.



Coleman HIGH-POWER MANTLES *Made in Canada*

Customers who buy Coleman Lamps or Lanterns keep coming back to you for Coleman Mantles. The new Gross Mantle Display Box sells a Quick-Lite owner a full dozen mantles where only one-sixth of a dozen were sold before. Coleman Mantles give **BETTER** light and last **LONGER**. They keep Quick-Lites in nightly use.

Let us send you information regarding the complete Coleman line which includes in addition to the famous Coleman Lamps and Lanterns, Coleman Bungalow Cooker, Coleman Master Burner Unit, Coleman Urn Burner and Coleman Camp Stove.

ORDER FROM YOUR JOBBER

The Coleman Lamp Co., Ltd.
TORONTO - CANADA

Every Visitor a Prospect if not a Purchaser

Prepared Especially for "Hardware" by ALICE CARROLL, of the Society for Electrical Development, Inc.

DEPARTMENT store managers in all sections of the country realize the value of attractive rest rooms for women patrons, convenient and courteous telephone service, beauty parlors and the like, because these conveniences bring women into the store on personal errands which often lead to substantial purchases in various departments.

These same department stores encourage women "to look" even if they are not prepared to buy and sales people especially in the ready-to-wear department, have ceased to disdainfully glare at the woman who frankly admits that she "is just looking around."

This same willingness to show stock whether the customer is ready to buy or not should be cultivated by sales people in the house wares department.

Modern labor saving equipment, especially electrical appliances, are of paramount interest to women but, naturally, a woman is not going to buy any mechanical device unless she knows something about how it operates and what it does. Accordingly, sales people should always be willing to explain and demonstrate these appliances without too much anxiety about ringing up on a cash register.

Many women tell me that they enjoy going through the housewares department of a store just as much as the gown department but that they never like to stop and examine any piece of equipment because of the attitude of the sales people.

The application of electricity to every-day household tasks has been an important step toward the attainment of better and happier homes and more leisure hours for our women folk but we cannot expect to sell this equipment by the same means we sell staple articles.

Every electrical appliance should be completely and thoroughly demonstrated so that when it is installed in the home it will accomplish the results promised. It makes little difference to a woman whether her washing machine is a cylinder type, a vacuum cup or a dolly type so long as it washes clothes clean in less time and with less energy than formerly.

Likewise the best way to sell her an ironing machine is to prove to her entire satisfaction that it will iron 98% of the family wash in one hour as against three hours by hand.

The mechanism of her dishwasher does not impress her nearly as much as the fact that dishes need to be washed but once a day when washed electrically and that she can forever dispense with unsanitary dish mops.

With these thoughts in mind, the salesman will impress the housewife with the results to be obtained by using electrical household equipment, at the same time explaining and demonstrating the equipment in such a way that the woman is neither confused nor perplexed.

Whenever possible selling should be done in a "home atmosphere"—in a section of the store or show room which does not invite bystanders because every woman is more or less conscious about using any mechanical device for the first time and is apt to forego the purchase rather than learn to operate it before an audience.

When selling table appliances, the best results are obtained if samples of foods which have been prepared on electric table stove, toaster or percolator are served to interested

customers. This may be a more expensive means of advertising than most dealers like to indulge in but wherever it has been tried, the ends have more than justified the means.

Having a supply of tempting recipes on hand is another effective means of interesting the housewife. So many women run out ideas, especially in the use of "left overs" and will welcome any suggestions that may be offered regarding a menu for luncheon, dinner or supper and will, at the same time, note the recommendations made regarding the preparation of these dishes on electric table stove or grill.

The sooner the appliance salesman gets away from technical explanations and engineering terms and sells electrical household equipment on the basis of what it will do instead of how it does it, the sooner will the housewares department enjoy the prominent place on the balance sheet which it rightfully deserves.

BE HONEST IN YOUR ADVERTISING

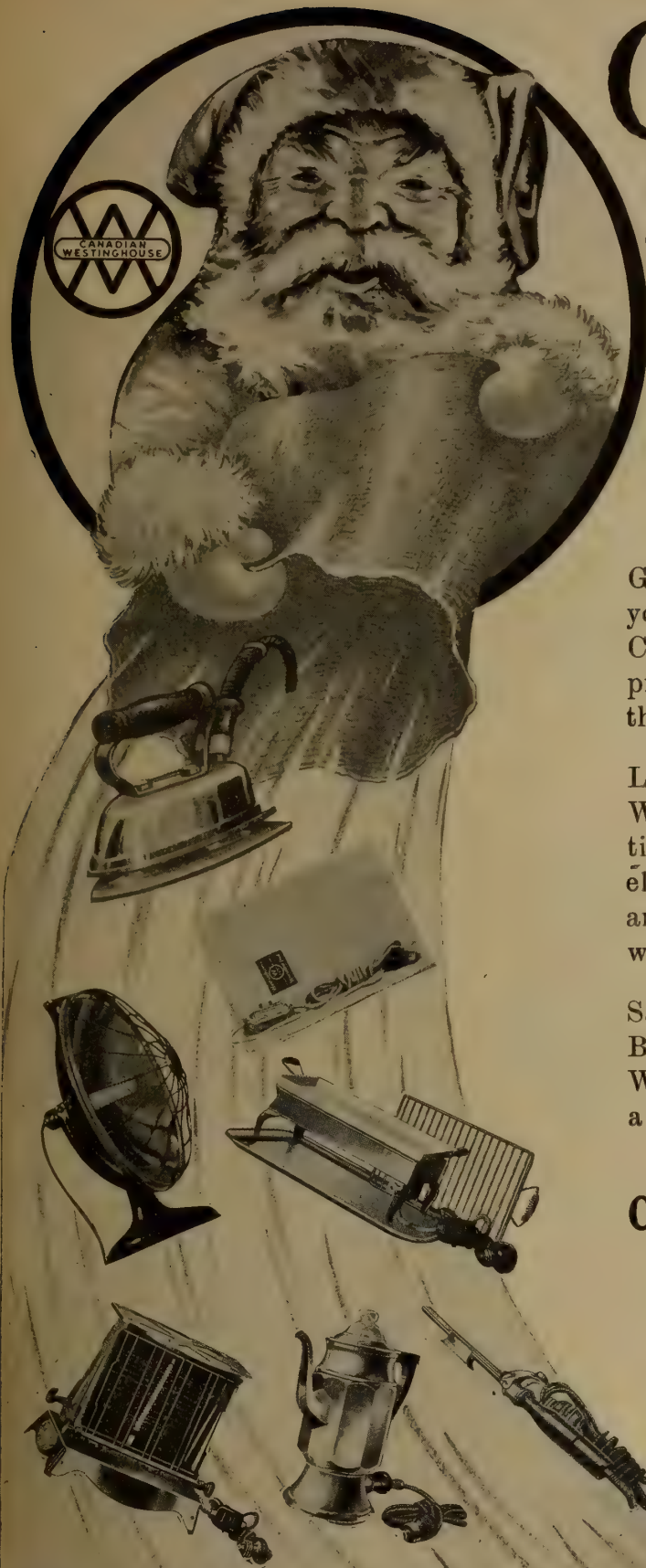
Don't try to fake the public. When you advertise a special, give a truthful description, an exact illustration, and show it to your customer when he comes in. It is more desirable that your advertised special shall actually look better than the cut in the newspaper, than vice versa. Remember Lincoln's maxim, "You can't fool all the people all of the time."

Many a dealer regards a sale as completed with the delivery of the merchandise. Little or no attention is given to complaints, after receipt of the money. It should be remembered that no sales transaction can be termed complete, unless the customer is perfectly satisfied. Besides, and most important, a satisfied customer is the best advertisement. If you don't think so, ask any successful merchant.

Today business is about normal but what the future is to show will largely be determined by the attitude of the nation's retailers.



A seasonable window display suggestion of electrical goods.



Christmas Spirit Makes Christmas Sales

Get the Christmas spirit and pass it on to your customers. Decorate—talk—advertise Christmas—keep it fresh in the minds of your prospects. Inspire them with the spirit of the season—to give—to make happy.

Let your slogan: "Electrical Gifts are Worth While" be an answer to the ever-present question, "What shall I give?" Westinghouse electrical gifts are extremely popular. They are beautiful and useful—lasting and worthwhile gifts.

Santa Claus is a high-powered salesman. Boost his game and increase your sales. Sell Westinghouse Electrical Appliances and have a Merry Christmas.

Canadian Westinghouse Co., Limited
Hamilton, Ontario

TORONTO, Bank of Hamilton Bldg.
HALIFAX, 105 Hollis St.
CALGARY, Canada Life Bldg.
MONTREAL, 285 Beaver Hall Hill
FT. WILLIAM, Cuthbertson Block
VANCOUVER, Bank of Ottawa Bldg.
WINNIPEG, 158 Portage Ave. E.
EDMONTON, 211 McLeod Bldg.
OTTAWA, Ahearn & Soper, Ltd.

Repair Shops:

MONTREAL, 512 William St.
WINNIPEG, 158 Portage Ave., E.
VANCOUVER, 1090 Mainland St.
TORONTO, 366 Adelaide St. W.
CALGARY, 320 8th Avenue West

Westinghouse

Windows that Make "Passers Buy" out of Mere Passersby

A TORONTO store recently conducted an experiment to determine the value of a moving object in a store window. It was found by actual count that the number of people who stopped to view the moving object in the window was almost exactly four times as great as the number of people who stopped to look at the window when occupied only by inanimate objects.

This test was constructed to show that people like to see an unusual window display, but in order to attract attention from the desired number of people a window must contain an object that moves. The theory is that a pedestrian passing a window in a hurry will stop only when he sees some unusual activity in that window. After the first pedestrians stop to inspect the unusual window, of course, others stop in order to find out why the crowd has gathered. The moving object having stopped a crowd, it is then "up to" the remainder of the window display to convert the crowd's curiosity into a desire to buy something displayed in the window.

A Boxing Contest

One merchant who wished to test the value of moving objects as business-getters employed a dozen boys, all about twelve years of age. These boys were equipped with boxing gloves and were divided into pairs. Two boys would box one round each and then would be followed by another pair of young pugilists. This rotation of boxers continued for about two hours and was witnessed by a crowd that blocked the sidewalk from the moment the first round started until the last pair of pugilists left the window.

This stunt sold a surprisingly large quantity of sporting goods, principally boxing gloves. Every boy participating in the stunt wore boxing gloves furnished by the store, and a large placard in the window notified the public of this fact. This merchant had found himself "stuck" with a large number of pairs of boxing gloves and he devised this method of disposing of them. By utilizing the boxing bouts he succeeded in selling practically all of his stock of gloves and also found business brisk in other lines of sporting goods.

On the Way to the Game

Another dealer who had received a fresh shipment of football paraphernalia used this method of disposing of it in short order.

He secured a small toy electric railway, the tracks forming a circle. The railway was placed in a large display window facing on the street, in plain view of every passerby.

The little engine on these tracks towed six tiny cars. Every car was packed with dolls dressed in football togs. A banner on the engine announced, "WE'RE TRAINING FOR THE BIGGEST GAME OF THE SEASON."

Grouped at advantageous points in the window were various items of football equipment.

This unusual display attracted every boy who passed. Local high school and college students visited the store and asked that the stunt be repeated every time a football game was scheduled to be held in the town. This display earned for the store the friendship—and, of course, attracted the

patronage—of a majority of the football enthusiasts of the town.

Selling Hunting Equipment

A dealer who wished to attract attention to his splendid stock of equipment for the hunting season, secured a squirrel and several rabbits. These were placed in his largest display window. A small tree, trimmed to fit into the window, provided an ideal perch for the squirrel, and his leaps from limb to limb of the tree kept a crowd before the window for an entire afternoon. Piles of dry grass, enough to provide comfortable beds for the rabbits, but not enough to conceal them from the passersby, added to the picturesqueness of the display.

Guns, hunting coats, boxes of ammunition and other items of hunting equipment were attractively arranged about the edges of the window.

This display boosted sales immediately. That the display was primarily responsible for the sales made that day was shown by the customers themselves, people entering the store almost invariably mentioning the unusual display in the window before leaving.

The merchant selling sporting goods finds it peculiarly easy to prepare window displays that are full of the sort of action that halts passersby. These suggestions, with variations, have stimulated sales for various dealers and might be used with success by many others.

ACCESSORIES AS CHRISTMAS GIFTS

Every car owner has a secret yearning for the many useful and attractive novelty items of the automobile accessories line. Perhaps we don't always feel that we can afford all of these things which appeal to us, but we want them just the same. Why not make the novelty items serve as Christmas presents to the car? For example, there is the cigar lighter, a good wind shield cleaner for use when rain obscures the glass, a good dash clock or some nifty running-board mats. Then again there are such items as a patent tow line, thermos bottles, fitted lunch boxes, and camp or picnic sets, all of which add to motor comfort and are particularly adapted for use as Christmas gifts.

But there isn't any particular need to sticking to novelty items when suggesting a present for the car. There are many staple items equally as acceptable. An extra wheel, a spare tire, or a set of chains would please both the car and its owner. Sometimes an extra jack comes in mighty handy, and I have never yet seen the motorist who couldn't use a good kit of tools or a set of wrenches to advantage. Even a set of spark plugs or a vulcanizing outfit can be easily sold as a Christmas special. In addition there are battery testers, auto mirrors, "stop" signals, tire gages, flashlights and fire extinguishers, all in the gift class. A bumper is also always in order. You might even suggest a new garage as a present for the car and get a chance at a bill of garage hardware.

The main thing for the retailer to do is to sell the idea of a present for the car. The rest is easy. Just show the car owner the things you have that make for better motoring and more motor comfort and help him out with a few sensible suggestions.

Your *income* depends on your *out* put.

The man who sticks to it seldom *get* stuck.

The day's mile can be shortened by prefixing an "s.."

Note the central letter in the word "raise."



Sound Tire Value Consistently Maintained

Tire Buyers who consider their own welfare want only one sort of tire—that made by a reliable Company and sold at a fair price.

Just the reason why Dunlop Tires are more in evidence on the road, and less in evidence on the shelves, than any other tire.

All Types, All Sizes

HEADQUARTERS FOR HOCKEY UNIFORMS



Moyer Brand Hockey Uniforms stand supreme for giving hard wear this rough and tumble game demands. Our line includes a large variety of classy styles including official and college club colors at prices which allow a good margin of profit.

A good business can be had in your town by supplying Hockey and other uniforms to local athletic clubs. We can supply knickers, sweaters, toques, and stockings in any combination of club colors.

Moyer gym jerseys and knickers, combine smartness with utility and freedom of movement. Endorsed by leading physical culture directors.

We protect the dealer at all times and positively will not sell direct to consumer.

Sample swatches mailed on request

Keep your stock of Gym suits well filled up. We make immediate shipments of sorting orders

A. W. Moyer Limited

Manufacturers of Athletic Clothing

204-206 KING ST. E.

TORONTO

Paint and Varnish Trades

SELLING PAINT IN THE DULL MONTHS

THE dealer who believes that the year's business is over when cold weather descends on him will soon have his paint stock advertised for sale as a whole, and will find that his year's profits are far smaller than they should be. The live dealer is looking for methods to interest his community in the sale of paints for the cold weather months.

There are many methods which will accomplish his purpose. They have been tried out and found to be business builders. Every possible effort is being made to arouse the public to the opportunity of painting during the fall and winter months. Advertising is being done in many of the national periodicals, and in the trade publications. But it still remains for the local dealer to cover more intensively and more thoroughly the territory which surrounds his store.

Naturally the dealer is not the only one interested in improving business during the dull months. The painter who buys his supplies from that dealer is the nearest one who will be eager to keep the paint flowing from the factories to the homes in the town. He knows that he will find himself working on reduced hours, unless more paint and varnish is sold. He will be willing to listen to the plan of selling and spreading more paint materials the rest of the year.

The painter, then, is the first and nearest ally that the dealer can call upon for help in selling more paint.

Why not suggest to him that a house-to-house canvass of the homes in town which need paint, will result in more work for him, and incidentally, more sales for the dealer? He will see the wisdom of the plan without argument.

Again, in talking with him, he can be impressed with the thought that the cold weather months in this northern climate offer an excellent opportunity for indoor painting and refinishing. That will not be news to him, but he will endeavor to obtain more of that class of work, if he has it brought to his attention.

Break the Spring-painting-only Habit

Habit is a strong thing. The Canadian people have formed the habit of painting in the spring and considering that the rest of the year is unsuitable for that kind of work. It has had to be done in the spring or not at all until another spring rolls around. But that is a fallacy which will be overcome, with the intensive advertising campaign which has been started. It is to the interest of the dealer in paints to get behind the movement, and do his part in educating the public to the idea of having much of this type of work done during other times of the year.

Did you ever reflect why there are so many painters who are becoming tired of trying to make a living in that way? It is simply because they have work for a period in the

spring, during which time they are besieged with orders, and then the remaining portion of the year they are either out of work, or working on part time. It is reasonable to suppose that they would be more than willing to cooperate with the paint retailer in any way that he may suggest, to produce more business.

The dealer is by far the better business man of the two. So the painter will be glad of his cooperation in securing more orders for work to be done. The painting trade would attract a better and more industrious class of workers, who would be assured of a fair going wage all of the year instead of only a part of it.

The answer to that is to call in the local painter, and form some plan of cooperation with him, so that paint sales benefits will be mutual.

Ten Times the Surface

Here is another fact that should interest both the dealer and the painter. There are ten square feet of interior surfaces to every one of exterior, that is in need of refinishing. That means that the dealer has only to sell ONE-TENTH as much of interior finishing materials in the winter as is needed to make his winter business equal to his summer sales in paints and varnishes.

Looks more simple now, doesn't it?

Almost any dealer, given the lead for a sale, will see that the sale is secured. And if he has ten times as much surface to work on, the fact that there are a few prejudices and habits on the part of his prospective customers to overcome will not keep him from making the sales. Certainly those objections are not ten times as strong as the ones presented to him, when he is trying to make a sale of paint materials in the summer.

The plan proposed earlier in the year of Paint-Your-Own-Property will attract as much attention now as it would then. In fact, it will attract more, for many people still do not know that painting can be done to advantage in the fall. A store brightened up with a coat of paint now will set them thinking, and bring them into the store to ask why painting is being done at this time of the year.

The interior of the store should be fresh and bright for the holiday business. A coat of paint applied now will give that result, and will automatically suggest to the customers that their own places of business, and their homes would be greatly improved by refinishing, both the exterior and the interior.

The regular channels for suggesting to the people in a community the advisability of fall painting for exteriors, and for winter refinishing of interiors are open for use. The newspapers, the mailing lists, the movie theatres, and lastly, the radio, are all figuratively standing at attention awaiting orders. Spreading the gospel of fall and winter refinishing lies with the paint dealer, and real profits lie at the other end of the line of communication.



Get Ready for the Indoor Months





MEAKINS

**Brushes, Brooms and Woodenware
Cocoa Door Mats**



COCOA DOOR MATS

Made in our own factory in South India. Very closely woven.

No. 954 Plain Cocoa Mats, Medium Weight
No. 955 Plain Cocoa Mats, Heavy Weight
No. 956 Plain Cocoa Mats, Extra Heavy Weight

In Standard or Special sizes, at all our warehouses.



APPLE PICKERS BASKETS

Used more for sorting apples when packing. Made from selected hickory. Well liked by apple sorters. Keep these on display. Carried in stock in half bushel size at London Warehouse only.



WILLOW ROOT BASKETS

Meakins unpeeled willow root baskets are sturdily built, reinforced bottom adding greatly to their strength. Your customers can be assured of their long and faithful service.



WILLOW CLOTHES BASKETS

These are very strongly made single randed heavy clothesbaskets. We do not handle the cheap randed or stemmed clothes baskets. Meakins Willow Clothes Baskets are a quality product.

Meakins & Sons Limited

HEAD OFFICE

HAMILTON

ONTARIO

Branches at:

Montreal

Winnipeg

London

Toronto

Vancouver

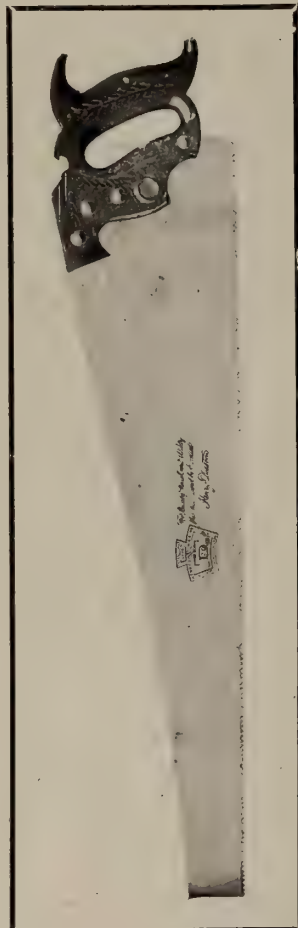
Liverpool, Eng.



No. D8

This Is An

One Year Ago We Made



No. D20

The Disston Saw is known the world over as "The Saw Most Carpenters Use"—not alone because it has been recognized as a superior tool for more than eighty years—not solely because the name Disston is a guarantee of the highest quality in steel workmanship and finish—but because, as all master workmen will tell you, it is the kind of tool that insures BETTER WORK.

Canadian-made Disston Saws have in the past year worthily upheld the Disston tradition. They are identical with the saws made at our Philadelphia factory. Canadian carpenters have enjoyed the reduction in price made possible by domestic manufacture without sacrificing one whit of Disston quality.

Some of the Disston Lines Manufactured in Canada

HAND SAWS

Nos. 12, 112, 120,
D100, D20, D23,
D8, D17, 16,
7, 107.

Special Brands.

BACK SAWS

Nos. 4, 1, and 0.

COMPASS SAWS

Nos. 2, 4, 20, 30, 40.

NEST OF SAWS

Nos. 1, 3, 7.

PRUNING SAWS

WOOD SAWS AND BLADES

BUTCHER SAWS

Nos. 1, 3, 7, 15, 70.

HENRY DISSTON

TORONTO

DISSTON

SAWS



No. 12

Anniversary

Our First Canadian Hand Saw

Announcing the "Canadian Boy"—A New Saw

Here is a real saw made by Henry Disston & Sons, Limited, especially for boys. This new saw is the ideal boy's gift for Christmas time. But it is more than that. It is an all-year round saw for anyone who wants a tool of just the right size and "hang" for boys.

We have named this new saw the "Canadian Boy" because we believe it to be ideal for use by the boys of Canada.

The "Canadian Boy" is packed in an unusual box (each saw in an individual package) that is attractive at any time, but will have a particular appeal as a Christmas container.

This new "Canadian Boy" saw is made in one size only—a twenty-inch blade, nine points to the inch. It is made skew-back only.

The blade is made of the famous Disston-made steel. The handle is of nicely carved and polished hardwood, fastened to the blade with three brass screws.

This year, useful Christmas gifts will be the popular ones. Nothing could be more popular with boys than useful tools. The "Canadian Boy" saw can be bought as a single tool or as a part of a kit of good tools for the ambitious boy.

Some of the Disston Lines Manufactured in Canada.

Band and Band Resaws
Concave and Chamfering
Saws

Circular Knives

Cross-Cut Saws

Cross-Cut Saw Handles

Mill, Gang, and Drag Saws

Metal Cutting Saws

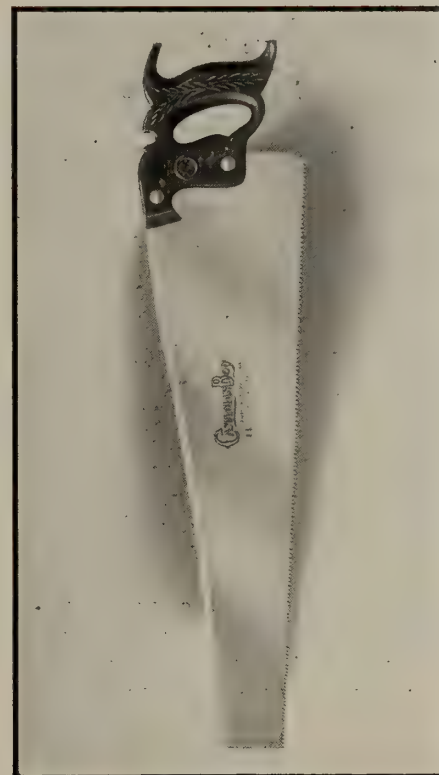
Solid and Inserted Tooth Circular Saws

Bits and Holders for Inserted
Tooth Saws

Grooving Saws and Dado
Heads

Narrow Band Saws for Wood
and Metal

Pit, Whip, and Frame Saws



The "Canadian Boy"

& SONS, LIMITED

CANADA

DISSTON
SAWS

Heating and Metal Working

Give Attention to Furnace Installation

Other Hardware Dealers' Methods of making This Department Yield Handsome Dividends.

NOW that the cold weather has set in, many people who have been trying to forget their furnaces and others who were not aware of defects in their furnace will be getting new jobs done and old furnaces repaired. There are many opportunities in this business and that of plumbing for hardwaremen. Not only are there profits in the work done but also in the sale of parts and equipment that this branch of the hardware business attracts.

Freek Hardware, Toronto, handle only repair jobs and installation of furnaces in old houses. It has been their experience that by employing reliable men and treating them rightly they have been able to retain satisfied customers. Dishonest workmen are the worst evil of furnace business. They maintain a regular staff of four competent men, and, until recently had to have more workmen to handle all of their business. Special attention is not given to this branch of their trade. It is treated as any other section and is advertised by means of small hand bills and on their statements.

On somewhat a larger scale, Tomkins Bros. Wallaceburg, conduct a paying furnace department. They used recently in a Chatham Daily newspaper an advertisement six columns wide and twenty inches deep. Advertising in this magnitude once a week or every two weeks creates an impression on readers. It enables the advertiser to bring out many points. In this particular ad. they had at the top an illustration of the furnace they are featuring. Below in type almost an inch high is "Let me put comfort in your home this winter" followed by smaller type "Let me reduce your coal bills by one third" "Let me make every room in your home cosy and warm." "Let me provide your home with healthful ventilation—clean, pure, moist air circulating throughout the house." In other words. "Let me install a Blank Furnace" and so on. They go on to explain the merits.

Some hardwaremen find it profitable for trade just to let a furnace man have space in their store in which to do business. The business that he attracts in other lines makes it profitable enough for them to give him space rent free.

ADVERTISING REBUILT STOVES

The experience of a Western stove dealer will interest stove manufacturers and perhaps manufacturers of other products also, especially those whose dealers make a practice of taking used goods in partial exchange for new.

This particular dealer discovered as many other stove dealers have found through experience, that advertising rebuilt stoves is not the same sort of an advertising problem as advertising new stoves. The dealer has generally but one or two makes of new stoves to sell. While his advertising deals with these stoves specifically, it is cumulative,

and brings results steadily in proportion to its strength and frequency.

Advertising a rebuilt stove, however, is not that sort of a problem at all. The first reason why it is not is because the dealers' stock of rebuilt stoves may comprise several makes and his stock may constantly change. Advertising a particular rebuilt stove by name when he may have but one or two such stoves in stock, would represent an advertising waste when the advertising brings more buyers than there are rebuilt stoves. It is the experience of many stove dealers that better results are to be obtained when display space is used to describe the rebuilt stove department, or to describe a number of rebuilt stoves, than when separate classified advertisements are used to describe individual makes.

This dealer found by experience that it was better to tell the public that it maintained a rebuilt stove department and make them remember it by advertising than to advertise particular rebuilt stoves, as it happened to have them. The company did something in addition to using display space more or less unconventional, but nevertheless effective for the purpose—which brought immediate results.

What it did was to make an arrangement with the best jazz band in the town to do its practicing in the company's showroom one evening a week. This fact was made the subject of an advertisement in connection with the rebuilt stove department and an invitation was extended to the public to be present.

By this means many people were attracted to the company's showroom on practice nights. The location of the showroom became very well known and the showroom itself was arranged so that everybody who came was made well aware that a number of rebuilt stoves were for sale.

Another thing which the company did was to arrange a jingle contest and offer \$1 to everybody who would write and forward to the firm an acceptable jingle concerning rebuilt stoves. Every jingle accepted and published earned a dollar.

SELL FLASHLIGHTS TO FARMERS

By A. H. VAN VORIS

The farmer is a splendid prospect for flashlights. If you can really get his attention, your chances for a sale are good. Just yesterday a farmer brought one in to have a new bulb fitted to it, and he told me that he had three of them, and that he wouldn't know what to do without them—wanted them all in working order, all the time. Talk with the farmers and get their own ideas of how to use them, and remember these things in your sales talk next time. Mr. Farmer, as you know, is no eight-hour worker; he's up long before daylight, and every once in a while we hear them say that they didn't get chores done until 9 o'clock last night. With these short hours of daylight, a flashlight helps out tremendously on the farm. We are only one of a half dozen stores in our town to sell them, but our trade alone surely proves their everyday use to the farmer. They make an excellent and inexpensive gift, and in so many cases only the suggestion is necessary to accomplish the sale.

Lead The Heating Trade With This Splendid Furnace Line

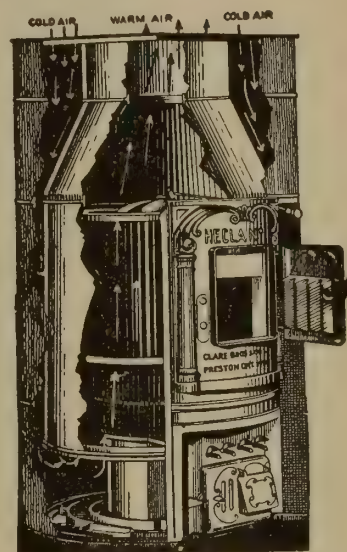
**HECLA Pipe or Pipeless
SUCCESS Pipe or Pipeless
HILBORN Wood Furnace**

A style and size for every selling need

EVERY dealer knows that the product with the important, exclusive selling points is the one that is most easily sold.

That's why hundreds of progressive dealers throughout Canada sell Clare Bros. Furnaces. There's a style and size to meet every prospect's needs—there are exclusive features which the prospect can readily see make for additional comfort as well as effecting a considerable saving in fuel.

Every Clare Bros. product, too, is built in a *quality* manner. You can be sure when you sell a Clare Bros. Furnace that it will stand up to every claim we make.



The Success

With the Success, you are able to meet the competition of the low-priced furnace. With our large plant and big production we are able to build furnaces at low cost and still maintain *quality* in the product.

Like the Hecla, the Success has the Patent Fused Joints. You can guarantee no gas, no dust, no smoke. The Success is a standard furnace construction that will give good service.

The Hilborn

For the prospect who desires a wood-burning furnace the Hilborn offers strong recommendations. It will last a lifetime. It is the furnace that built our reputation for making good heating appliances. Made in two styles and five sizes. Simply and effectively constructed. Where wood is still to be had no furnace will give more comfort or more economical heating than the Hilborn.

The Hecla

The Hecla Furnace, both in Pipe and Pipeless styles, has four big talking points—Steel Ribbed Firepot, Fused Joints, Circular Water Pan and Individual Grate Bars. The Steel Ribbed Firepot, an exclusive Clare Bros. feature, gives three times the heat radiating surface—positively saves one ton in seven. The Fused Joints, another exclusive Clare Bros. feature, absolutely eliminate all leaks of gas or dust. The Circular Water Pan saves coal—ensures the proper degree of healthful moisture in every room. The Individual Grate Bars made it easier to shake down.

The Big Furnace Season is Here

You can meet every demand for furnaces in your community with this splendid line. You can increase your furnace business—build up one—with it. Write us today for further information and details of our dealer proposition. Don't delay—every day now sees furnace sales made.

—ALSO MANUFACTURERS OF—
"JEWEL" Coal and Gas Ranges, Stoves and
Heaters, Furnaces, and Registers.

CLARE BROS. & CO., Limited
Preston - Ontario

Winnipeg

Saskatoon

Calgary

Edmonton

Vancouver

Commence Xmas Campaign Early

Use Window and Interior Displays to Advise Customers that Yuletide Approaches—Methods Used Successfully by Hardware Dealers Last Season.

BECAUSE Christmas time is of great importance to hardware dealers, it should be planned long in advance the actual season. People can be encouraged to do their gift shopping early, and the hardware dealer who is awake to this fact can sell hundreds of dollars worth of Christmas gifts before his business rivals realize that the Christmas season is at hand.

Many dealers plan to have their holiday sales under way at least one month before the 25th of December. Articles that do not meet with very great sale at this time of the year are put away and only gift suggestions predominate. There are so many hundreds of different articles that are sold in a hardware store suitable for gifts, that it does not require much storing away of unseasonable stock. Electrical equipment, kitchen utensils, silverware, cutlery, tools, etc. These are all practical "Gifts of Utility"—the kind that the average Christmas shopper is looking for.

Among the many methods of displaying gift suggestions there can be no better found than window displays. There is no doubt as to the number of people that an attractive window will interest. They may not go into the store to make a purchase at that particular time, but the seed will be sown and it will more than likely ripen into a sale. Last year, Wallace Hardware of Toronto ran a very attractive gift window. In the window they mounted a small evergreen Christmas tree. Around the tree and hanging from the branches they arranged electrical equipment, tools, cutlery and many other "Gifts of Utility" suggestions. It interested a great many passersby, and that is the object of window displays.

A good idea is to arrange gift suggestions according to the interest that they would hold for various members of a family. For instance, in one part of the window display or on one table in the sales room have articles Dad would appreciate, such as carpenters' tools, razors, automobile accessories. In another place things for Mother—electric irons, electric grills, kitchen utensils, etc. For the children, toys, radio outfits, jack knives, skates and similar articles that every boy and girl is asking Santa Claus to bring. The method of classifying gift suggestions in this manner is just as easy as placing them in the window or the table all mixed together. It is assistance like this that customers appreciate. The Christmas season is always a big rush to fill out gift lists, and any help that a dealer is going to offer that they may do it with less worry and walking is going to be welcomed. It is very convenient for a customer to be able to see arranged a dozen or more gifts, any one of which would be suitable for the person that they have in mind. They can much easier make their choice and purchase. Some of the departmental stores use this idea in their holiday advertising. In their newspaper displays they publish long lists of articles classified in the above manner, and the amount of sales that they handle at Christmas time is ultimate proof that they do get results.

The use of legible price cards on every article in the displays is valuable. Fred Braden of Otton Hardware, Barrie, decorates the Christmas window and makes use of very plain price cards. It is possible for anyone who stops to look at the display to see at a glance whether the sug-

gestions would be satisfactory as regards price. Many people when they make out their gift list must consider the matter of price. They set a price for every present that they plan to buy. It is more convenient for these customers if the price tag is on the article in plain view. They can tell at a glance whether they have need to look or enquire further.

Another way in which hardware dealers can assist their customers with their gifts is to have a number of small tables in the show room, on each of which are placed articles of a standard price. Have one table for articles that are priced at fifty cents, another for articles at one dollar and so on. When customers have to choose their gifts because of the price, this method is going to give them assistance. It enables one clerk to attend to two or three tables, where, under ordinary circumstances, if every article had a different price, it would require one clerk for each table. The one clerk can attend to several, because he is not going to be kept busy answering questions regarding prices.

Around this season of the year the manufacturers give many of their dealers assistance by way of advertising equipment for use in window displays. There are many novel ideas that tend to attract a great deal of attention to window and interior displays. One new scheme is being offered by a Toronto manufacturers of roasters. They have had made a model roasted turkey from which reproductions have been made in similar material as kewpie dolls. The model is colored a rich shade that a well roasted fowl attains when it is "done to a turn." The material is very strong and durable, so that the models will stand a great deal of knocking about and use without being damaged or broken. This enables dealers to use them time and again, for Thanksgiving displays as well as for Christmas. This manufacturer presents a model turkey to every one of their dealers who orders a certain number of roasters. They also give posters, and bills to be used in the display with the model turkey. For the display the model is placed in a roaster, the cover of which is supported by two iron rods at each side, so that the turkey can be seen in the roaster. This is placed on a stand in the window. A display such as this makes is a very good one for the Christmas season. It is the suggestiveness of the actual use of an article that helps to get the sale. Anyone who has tasted of a well roasted turkey that fairly melts in the mouth cannot fail to be impressed by a display of this kind. Advertise roasters as gifts for Christmas, as well as for something in which to cook the Christmas dinner.

The use of small evergreen trees and decorations in the display room helps to remind customers that it is time to get ready for the joyful season. Many dealers re-arrange the layout of their store for this time. Articles, such as toys that do not require a great deal of advertising at this season are placed toward the back of the store. Near the front and along the length of the room are tables and displays of articles that are not in so much demand. This tends to advertise these less popular lines, because customers will go to the back of the store to look at the toys and on their way there will see articles that they had not considered.

Big business is the hope of every hardwareman. There is more business to be had at Christmas time than at any other period of similar length in the year. The people want to buy and they will buy at the hardware store that give the best service and assistance in making their purchases. So, every hardwareman owes it to his own business to get up and at them long before Christmas comes around.

No Odd Lengths of Weatherstrip Left Over

One of the drawbacks of Wood Weatherstrip is that customers want it cut to certain lengths and the dealer usually finds that the short, left-over pieces are unsalable and dead waste and loss to him.

Another disadvantage is that the long strips of Wood Weatherstrip are hard to handle and often get broken in transit as well as in stock, resulting in further loss to the dealer.

In applying Wood Weatherstrip the customer has to saw and miter the corner joints and the sawed off pieces are a waste to him. All these and other drawbacks are overcome in

WIRFS HOME COMFORT WEATHERSTRIP

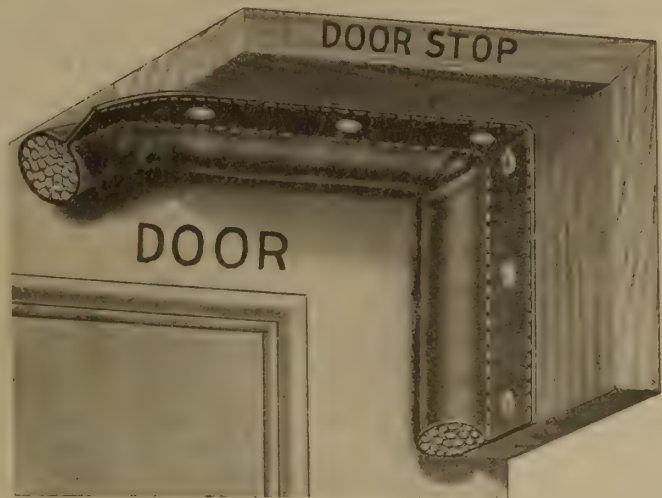
This flexible, insulated-cushion weatherstrip comes in continuous lengths and there is no waste in either applying or selling it. It can be applied with a tack hammer as shown, without cutting or mitering—the customer simply tacks it on and turns the corners.

Anybody can apply it and it is unnecessary to take out windows or take down doors.

The insulated feature is a decided advantage over "Metal" weatherstrip, which (when applied perfectly) may keep the wind out, but it does not resist the cold.

This is because metal is a rapid conductor of heat or cold.

On the other hand Home Comfort Weatherstrip being insulated, greatly lessens the transfer of heat or cold through joints.



Being Dustproof this weatherstrip seals against dust, vapors, etc., as well as against wind, rain and snow.

I guarantee this Weatherstrip to be waterproof and airtight and to never harden, crack or tear. I am putting it up in convenient Cartons, Coils and Reels of 50 to 1000 ft. Shipping weight 40 pounds per 1000 feet.

I will be glad to send a Sample and full particulars, quoting a liberal discount to any dealer who writes me. It is having a very large sale; many repeat orders.

E. J. WIRFS

SOLE MANUFACTURER AND PATENTEE
108 SOUTH 17th STREET

St. Louis, Mo.

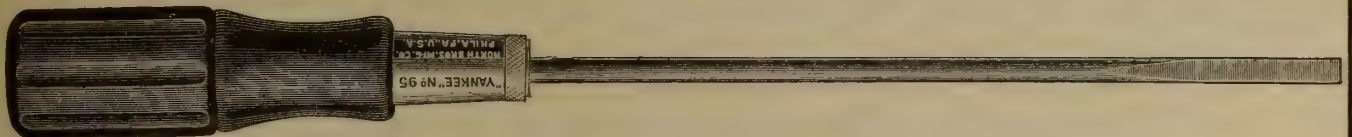
No. 90 SCREW DRIVER

STRONG, DURABLE AND WELL BALANCED; WITHOUT EQUAL FOR WARE AND TARE

The blade and handle are fastened so that they cannot become loose even from usual screw driver abuse. The blades are of the very finest steel and go through a rigid inspection before leaving the factory. Like all Yankee Tools they are highly finished and have a ready sale.



"YANKEE" TOOLS



The above quality is also represented in our cabinet style

SCREW DRIVER NO. 95

NORTH BROS. MFG. CO.

PHILADELPHIA, PA.

Canadian Sales Office

ADCOCK & COMPANY LIMITED, MONTREAL

Use Judgment In Selecting Extra Salespeople

EVERY store exercises care and discretion in selecting clerks whom it expects to use regularly, but many stores are woefully lax when it comes to selecting the extra help that must be employed on special occasions.

A prominent hardware merchant interviewed recently on this subject had some very interesting observations, drawn from long experience.

"I have lost thousands of dollars," he said, "through failure to realize that it is of the utmost importance to my business for me to exercise care in choosing the extra salespeople whom I need at certain seasons of the year. Last Christmas, for instance, I lost five of my best customers through the discourtesy of a clerk I had employed to work only during the holiday season.

A Costly Experience

"As an instance, a woman whose patronage means several hundred dollars annually to me come into the store last Christmas eve. She had been accustomed to spending at least an hour in my store every year at this time. All my regular clerks knew her custom and always remained at her side to answer questions and offer such suggestions as seemed timely. Last Christmas this woman selected a clerk who had been with me just three days. The woman stayed in the store for about thirty minute, leaving without my noting her departure. When I inquired concerning her purchases, the new clerk told me the woman had left without buying anything. A week later I telephoned the customer to notify her of the receipt of some merchandise in which I believed she would be especially interested.

"She immediately informed me that she was no longer patronizing my store. In explanation, she said a clerk had

been extremely rude to her on Christmas eve, and she did not care to renew relations that had been painfully unpleasant. Despite numerous efforts to induce the woman to come back to my store, she makes her purchases elsewhere.

"That extra clerk lost other customers for me. A pretty conservative estimate would show that one extra clerk last Christmas cost me at least \$2,500. This estimate, of course, would take into consideration the fact that five of my best customers have bought nothing from me for nearly a year.

Systematic Questioning

"I believe I could have prevented these losses by exercising more care in the selection of the extra clerks I employed last Christmas, and I'm certainly going to 'make haste slowly' when interviewing applicants this year."

One merchant who has been peculiarly successful in his selections of extra salespeople, uses simple methods in this work.

After satisfying himself that an applicant is neat and of prepossessing personal appearance, the merchant asks the applicant why he is applying for the job. If the applicant fails to answer this question to the merchant's satisfaction, the interview ends right there. If the applicant replies that he needs the money for a worthy purpose and hopes to make such a favorable impression that his services may be in demand later, he is a step nearer landing the place. Frivolous answers, such as "I thought it would be great fun to work here a few days," prevent candidates from receiving further consideration. Earnestness on the part of the applicant counts more, in this merchant's estimation, than previous experience.

An applicant is always asked several questions about his home; his father's occupation; his family's attitude with reference to his seeking the job in question; what bank he patronizes; whether he knows any of the clerks already employed at the store; whether he would consider a permanent position if one should be available at the termination of his temporary connection with the store.

During this conversation the merchant is able to learn considerable about the applicant's education, his disposition and his quickness of perception. If the applicant answers questions haltingly, or uses inexcusable English in his replies, he fails to land the job.

If the applicant passes this preliminary test, the merchant sends him to one of the oldest, most experienced clerks in the store for further instructions about the duties expected of him. Frequently the merchant asks one of his best clerks to be present at these interviews with applicants, and results have shown that these loyal clerks are surprisingly capable of sizing up applicants. Suggestions from the clerks are given respectful attention by the merchant. Unless the clerks' estimate of an applicant is practically the same as that formed by the merchant, a conference follows.

Aside from assuring the merchant of good prospects for his selling force, the old-time clerks feel complimented when called upon to pass judgment upon applicants. Clerks feel a more personal interest in the business, and as they have to work in close contact with the newcomers they exercise great care in their examination of applicants.

This merchant enjoys the reputation of being a remarkably keen judge of applicants, and his selling force reflects the care he exercises in its selection. Extra salespeople, this merchant has found, may do untold damage during their brief connection with a store. Care in selecting them is well worth the time involved, he has demonstrated.



Reproduced from "Hardware Retailer"
Get after the Christmas Trade with the "Gifts of Utility" weapon.

Catalogue No. 15

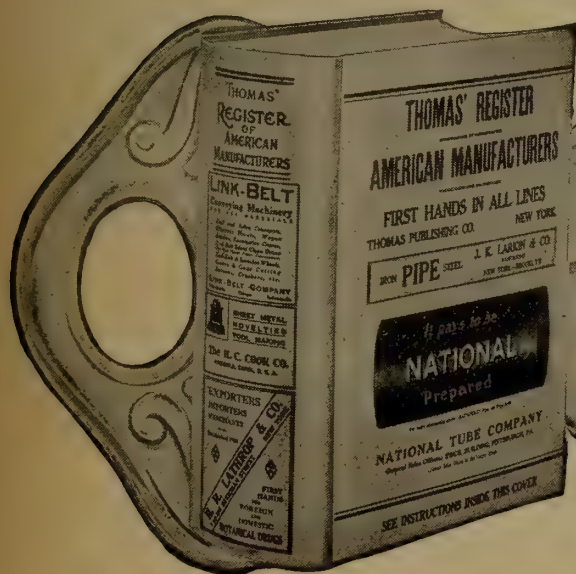
Just off the press, our latest illustrated Catalogue, showing extensive number of lines that the wide awake Hardware Dealer can handle. Why not act as our agent in your town and make a handsome profit. If interested write for further information to

THE DENNIS WIRE AND IRON
WORKS CO. LIMITED
LONDON
CANADA.

READY FOR DELIVERY DECEMBER 1st

The Fourteenth Annual (1923) Edition of
THOMAS' REGISTER OF AMERICAN MANUFACTURERS

"If you buy United States products it will save you money"



Lists 300,000 makers of 70,000 articles.

Lists Manufacturers alphabetically, giving addresses, capital rating, etc.

Lists over 50,000 branded articles with makers names and address.

THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY

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Pages

9 x 12

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UNTIL DECEMBER 1 Delivered Express and Duty Prepaid in Canada
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TELEPHONE, JUNCTION 1138

TIPS FOR HARDWARE CLERKS

Written for "Hardware" by JOHN T. BARTLETT.

PROBLEM: Two clerks, A and B, have equal knowledge of their goods, equal personality, and equal ability. A makes suggestions to customers; B does not. How much larger will A's sales be than B's?

I think an answer to this is easy to make. Depending on the type of merchandise sold and general business conditions, A will sell 25 to 100 per cent more merchandise, in dollars and cents, than B.

Any clerk can easily prove this by trying the idea out. If there is any easier way than suggestions to increase store volume, I do not know what it is. I believe they are much more sure-fire than window display, newspaper, or any common method.

There is an art, though, in making suggestions. Whom to make them to, when to make them, how to make them, are all points which will repay much study. I think the average clerk averse to suggestion-making is so because he has never learned how to do the thing right. I find that suggestions of a certain sort, made under certain conditions, always score a high percentage of "hits."

I never suggest something just for the sake of suggesting—I always suggest that which has a good chance of acceptance. For example, customers will often ask for a small quantity when a larger quantity would be much more economical. I inquire whether they are familiar with the economy of the larger sizes or quantities. I put one of the latter before them. A great many times a customer will buy the larger size or quantity with hardly a moment's deliberation.

Another kind of suggestion which scores many hits is the related article. In some organizations, suggestion selling is spoken of as "shaving soap selling," for the reason that

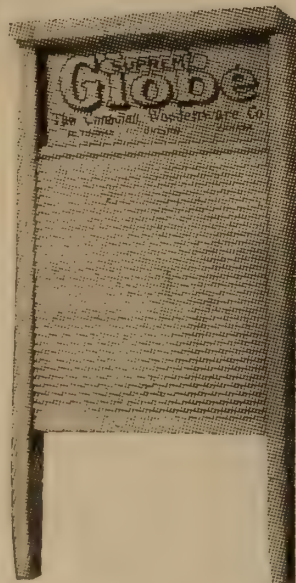
shaving soap is a classic example of the related sale. You have heard about it—the customer buys safety blades. The clerk suggests shaving soap. Buying many articles, I find that the customer automatically reveals to you that he is in the market probably for other articles of a kindred nature. I suggest some of these things to him, playing up any special qualities of appeal in what we offer.

I never, or seldom, make suggestions to customers palpably in a great hurry. To the loitering type of customer, I always make them. I call the latter's attention to something novel or unusually attractive that has lately come in; or, if I know something of their personal tastes and situation, I show them something which particularly fits them.

With my personal customers, I find I can make a type of suggestion which with the general public is much less of a success. My personal customers have confidence in my judgment, and faith in the absolute truth of what I say. If we have something the personal customer of mine should be in the market for, I don't hesitate to call it to his attention, describe its merits, and ask him if he would like to buy. Sometimes I do this in the store, and other times over the telephone or by letter.

Once in a while, in every store, an article develops unexpected selling power. It is a whirlwind of a seller. When such a seller "happens," I adopt it temporarily for my principal suggestion, and make it to the largest possible number.

One of the reasons why many clerks dislike to make suggestions is because they fear they will be a nuisance to the customer. Of course the clerk has to be tactful, but with a little practice, I believe any clerk can make suggestions to a large number of customers, without causing offense to any. And under the law of averages, he is sure to sell to a very worth-while percentage.



"We Lead Because
We Specialize"

OUR LEADERS

The Supreme Globe
and
The Canuck Glass

Other Brands

Enamel, Brass, Zinc
and Metal Rubbing
Surface Washboards.

For quality and selling appearance, the best on the market. When buying, specify our Brands.

The Canadian Woodenware Co.

St. Thomas, Ontario

Branches of Supply:

Winnipeg: 57 Victoria Street, ROBINSON & WEBBER, LTD.
Representatives.

Montreal: Shaughnessy Bldg., W. CLAIRE SHAW & CO., Representatives.

WHEN a logger places a wedge in a log and hits it a blow he does not know how much of a split the effort will make, but he does know that if he continues to hit the wedge the log will soon lie in twain. The driving wedge to business is advertising. You can't expect to make your success with a single ad, no matter how large. Continual rapping does it.

NAILS WIRE BALE TIES

WIRE HOOPS FOR
KEGS and BARRELS
STRAIGHTENED RODS
COPPERED AND
TINNED WIRE
WROUGHT and STEEL
WASHERS

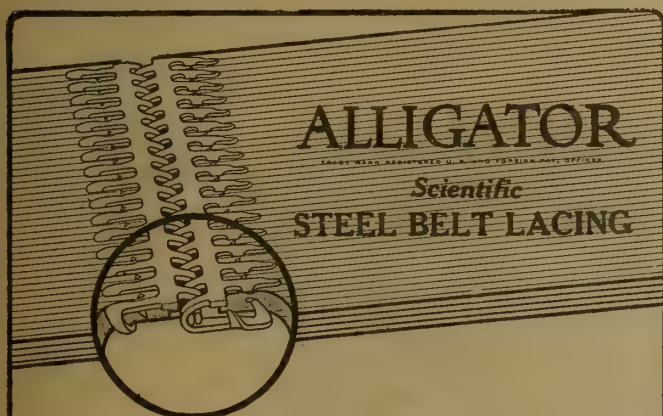
The quality of our product is highly commended

THE GRAHAM NAIL WORKS

Operated by the CANADA METAL CO., LTD.
TORONTO

HERCULES SASH CORD

Made in Canada and
used with complete
satisfaction through-
out the Dominion for
over twenty - five
years. - - -



Sells The Year Round

Alligator Steel Belt Lacing has a twelve month market. Wherever belts are being renewed or repaired Alligator Steel Belt Lacing is the quick, easy, modern way of making a new joint.

HANDY PACKAGES

For farm and small shop trade; each package contains two 6" sets of lacing, complete with pins. Packed ten packages to the carton.

Are you getting this trade ?
Sold by good jobbers everywhere.

**FLEXIBLE STEEL
LACING COMPANY**

4667 Lexington St.,
CHICAGO, ILL.
In England at 135 Finsbury
Pavement, London, E. C. 2



Insurance on Your Dwelling

How about it ?

Are you aware that it can be written in THE CANADIAN HARDWARE & IMPLEMENT UNDERWRITERS at a 50% saving over old line rates.

A three year policy at 2 times the annual premium with a 50% dividend makes a pretty smooth saving.

Tenant Dwelling Property

and property which you own outside your hardware business can also be written by our company in Class "C" at a 30% saving.

Canadian Hardware & Implement Underwriters

C.L. CLARK, Manager

802 Confederation Life Building

WINNIPEG, MAN.

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504 MacLean Bld.
Calgary

Manitoba
I. E. FAIRCHILD
802 Conf. Life Bld.
Winnipeg

Quebec
ALFRED BRUNELLE
1046 Van Horn Ave.
Montreal

Saskatchewan
A. E. ATHEY
2329 Montreal St.
Regina

Ontario
F. A. MARTIN
P.O. Box 137
Colborne

Ideas for Securing Holiday Trade

Nova Scotia Store Presents Souvenirs to Customers—The Holiday Advertisement—Tool Display at Moncton.

CHRISTMAS SOUVENIR PRESENTATION

Usually it is not necessary to stimulate business during the few weeks prior to Christmas; it comes so fast that the merchant is sorely over-taxed to cope with it. But the past two Christmases money has been tight, so sale inducements have been necessary. L. Higgins, and Co., New Glasgow, N.S., commenced a Christmas Souvenir Presentation during the whole of December. The idea was to get folks to loosen up their purse strings as much as possible. This was accomplished by offering the choice of a number of souvenirs with each purchase for a certain amount. Every person spending under one dollar received a pretty greeting card, but if he spent between one and two dollars he had the choice of a decorated china tooth pick holder, a child's picture book, a squeaking toy, a child's cup and saucer, a good wall thermometer, an A.B.C. plate, a cake of toilet soap, a small noise toy, a nail brush, a baby's celluloid rattle or a china figure for holding matches. More elaborate souvenirs were given each dollar purchase from three to five dollars. Not only were many tastes considered in getting up these souvenir selections, but they were displayed on tables in the front part of the store so that people could see what they were getting and make their own selections. Liberal newspaper advertising space was employed to call attention to this Christmas Souvenir Presentation

stunt. This boxed in piece of copy headed the extensive list of souvenirs:

"SOUVENIRS"

It is getting increasingly difficult to pick out desirable lines for our Souvenir Tables, but we have looked at dozens of lines of samples and have picked the best out of each and feel that we have as nice an assortment as at any time in our history. These Souvenirs absolutely FREE to you are displayed on Tables in the front of the store. Come in and see them."

NEWSPAPER PUBLICITY FOR WINDOW DISPLAY

McPherson Brothers, Medicine Hat., Alta., called attention to their Christmas window displays by an attractive newspaper advertisement. If one hesitated about finding what he wanted at the right price, the following announcement offered the right kind of inducement:

"THE EASIEST WAY TO SELECT YOUR GIFT"

is to take a look at our windows. There you will find 100 different articles on display, ranging in price from 75c to \$125., everything priced in plain figures. Inside is a much larger assortment, many of them just arrived and only unpacked yesterday. Fresh goods.

Decide how much you want to spend, it will be our pleasure to help you make your selection.

Shop early or late, morning or evening, we will always be glad to see you.

Take your time and be sure you get what you want. We would rather you took

a five dollar article that pleased you than one twice the value that you were dissatisfied with."

TOOL DISPLAY AT MONCTON

Unusual window-dressing talent is shown by the Sumner Co., Ltd., Moncton, New Brunswick, Canada, in the arrangement of the tool window display illustrated. The back is constructed of composition wall-board in sheets trimmed and decorated with strips of the same material. On this the tools and other display material are neatly mounted.

At the top and in the center, an art panel occupies the position just above the Miller Lock display. The back is divided into three sections, the middle one devoted entirely to Miller Locks, the right-hand to "Yankee" Tools, the left to Disston. The Disston and "Yankee" displays depend for their effectiveness on a pleasing design arrangement of the tools themselves. The handling of both being similar, the two displays appear to balance each other.

The Miller Lock display, because of the smaller size of locks as compared with other tools, is featured by additional cut-outs, making a deep, colorful spot as a center of the display. The floor of the window is occupied by Plumb Hatchets and Hammers grouped about the Plumb cut-out at the left, and "Enterprise" Meat-and-Food Choppers with the "Enterprise" cut-out at the right. Additional Disston Saws are placed in the center.

Circular display cards, one for each of the five lines, help to carry out the grouping of the window.

In the center of the window, just above the display of Miller Locks, a powerful light was kept burning all night throughout the duration of the display. A tapper placed on the window itself attracted the attention of passers-by.



Window display by Sumner Hardware, Moncton, N.B., which won first prize in a Philadelphia-made Hardware Competition.

Children's Desks and Chairs

Fast Sellers During Christmas Season

Stratford Blackboards are made in all sizes. Stratford children's desks and chairs are real quick sellers at Christmas time. They are strongly made and appeal to parents as well as the children—and the prices are right.

Stratford Tool Boxes are another good line to feature right now. These tool boxes are built for service, not as a toy. The tools are first quality and selected with a view to their usefulness in the home. Fully described in catalog—mailed on request.

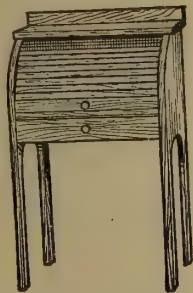
Other lines you should keep stocked up with are Stratford Step Ladder, Stools, Folding Chairs and Tables, Ironing and Bake Boards, Extension and Step Ladders.



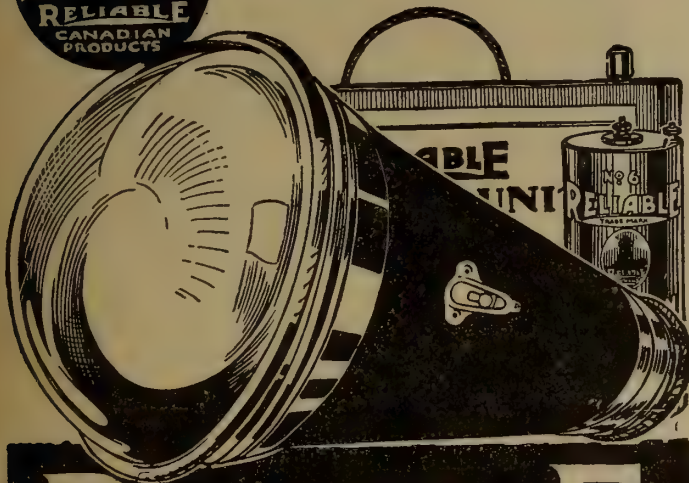
Write today for Catalog describing these toys and giving prices.



135



The
Stratford Manufacturing Co., Limited
STRATFORD ONTARIO



RELIABLE

FLASHLIGHTS
& BATTERIES

*Lively
and
Lasting*

LIQUID VENEER

Three Popular Products That Pay Big Profits

THE message of Liquid Veneer, Liquid Veneer Mop Polish and Liquid Veneer Mops is going into every Canadian home, through Canada's best magazines and newspapers.

This is the biggest advertising campaign in the history of these popular products. It is producing an avalanche of orders for the dealers who have been keen enough to take advantage of this great sales help.

If you have not already placed your orders, better get in touch with your nearest jobber or write us direct about our many special "Profit Deals" and "Free Offers."

"Liquid Veneer Products are Made in Canada"

Buffalo Specialty Co.

411 Liquid Veneer Building
Bridgeburg, Ont.

Buffalo, N.Y., U.S.A., London, Eng.



Hardware and Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

NEW DISSTON SAW

Henry Disston & Sons, Limited, Toronto, have placed on the market a new saw which they have named the "Canadian Boy." This saw is not a toy but a real saw made especially for boys who want a tool of just the right size and "hang." It is made in one size only—a twenty inch blade, nine points to inch. It is made skew-back only. The blade is of Disston-made steel. The handle is of nicely carved and polished hardwood.

The "Canadian Boy" is packed in an unusual container (each saw in an individual package) that is attractive at any time but will have a particular appeal especially at Christmas season.

PERFECTION PEDAL PADS

The Auto Pedal Pad Co., Incorporated, 318-320 W. 52nd Street, New York, are marketing through the Hardware trade in Canada their well known line of "Perfection" Pedal Pads. There is a type of "Perfection" Pedal Pad for every make of automobile. A description of the complete line will be mailed on request.

BOYCE CHRISTMAS WRAPPERS

Illustrated is a reproduction of the Boyce Moto-Meter Christmas wrapper. This is being furnished to all dealers stocking Boyce Moto-Meters to enable them to take advantage of the Christmas season. The wrapper is attractively printed in four



Boyce Xmas Package.

colors and is designed so that it wraps around the standard Moto-Meter package. It is neatly sealed by two seals at the ends. Dealers can obtain a supply of wrappers by requesting them from their jobber.

NEW STYLE NAIL BIN

A nail bin that will hold twice the number of sizes of nails, and that has a neat appearance, not only from the customer side of the counter, but the other side as well, is being manufactured and sold by the Duluth Show Case Co., Duluth, Minn.

There is room in the bin for 27 different sizes of nails. The steel bin containing the nails can be removed for refilling, or when weighing large amounts of nails. Each one of these containers will hold 125 pounds of nails, allowing another keg to

be put in before the last of the nails are gone. They slide in and out easily, the friction having been reduced to the last degree.

The case is of hardwood, finished to harmonize with the other fixtures produced by the company, then varnished and hand rubbed. The case is 32½ inches in height, 32 inches wide, 8 feet 6 inches long. Merchants all over the country are using them with entire satisfaction. The manufacturer will gladly send catalog and description, on request.

NEW COLEMAN LAMPS

The Coleman Lamp Company, Limited, Toronto, have recently introduced the Coleman Classic Quick-Lite Lamps. These are particularly adapted as being suitable for Christmas and Birthday gifts; Wedding Presents, Prizes, etc. The richness and attractiveness of these lamps lend color and dignity wherever used. Soft tints of the artistically proportioned shade blend perfectly with the Antique Gold or Flemish Brass finish of the fount. Shades are furnished with or without crystal beaded fringe.

The "Aristocrat of the Quick-Lite Family" is the Coleman De Luxe Quick-Lite Lamp, a beautiful lamp of which the rich gold fount is carved in deep relief. The same design is carried out in the metal frame of the shade and produces a pleasing contrast to the blended tones of the paneled amber art glass. Descriptive literature containing reproductions of these designs will be forwarded on application.

NEW DENNIS CATALOG

Dennis Wire & Iron Works, Limited, London, have just issued catalogue No. 15 which shows an extensive number of lines that Hardware Dealers will be interested in. A copy will be mailed on request.

BANNER ASH SIFTER

The Burrowes Manufacturing Co., Toronto, announce that they have been working to capacity and overtime turning out Banner Dustless Rocker Ash Sifters. There has been a big increase in demand for the No. 2 Banner Sifter.

BOECKH'S NEW BROOMS

The Boeckh Company, Ltd., Toronto, announce two new additions to their broom lines. These new brooms are made of selected Bahia Bass. The Boeckh Company emphasize that these brooms are much more serviceable than corn brooms and will outwear several of them. A description of the two Bahia Bass brooms follows: The "Utility" Bahia Bass broom adapted especially to household and light factory work is made of selected Bahia Bass, painted metal ferrules, natural polished handles, cement set and nailed. Length of stock

(out of ferrule) 7¼". Width of ferrule 5¼", at bottom 10". The "Service" Bahia Bass broom, for heavy duty purposes is also made of selected Bahia Bass, buffed block, metal polished handles, wire bridles, pitch set, 6" blocks, 9" stock (out of block).

S. M. P. NEW SHOVEL

Sheet Metal Products Co. of Canada, Toronto, have recently introduced a new shovel which is catalogued as No. 40 D. Steel Handled General Purpose Shovel.



S.M.P. General Purpose Shovel.

The handle is made of steel tubing, electrically welded and the blade is securely welded to the handle.

CANADIAN CHAMPION CHISEL

Canadian Champion socket firmer chisels in plain and bevelled edge are being manufactured by the Canadian Warren Axe & Tool Co. St. Catharines. They are being made in two sizes, 6 inch and 4½ inch. Blades are made of Jessop & Sons' English tool steel, oil tempered, with shanks of Swedish iron. Each chisel is packed in an individual carton.

MARTIN SENOUR CONVENTION

The Martin Senour annual convention held recently at Montreal proved an educative and enjoyable one for the many delegates. Sessions were held at the head office of the company, delegates being conveyed by motor to luncheons at Windsor Hotel. The slogan for the year is "Expand Through Intelligence." The social side of the convention included a theatre party and a banquet at which speakers suggested methods of solving problems that today affect the industry.

McARTHUR IRWIN CONVENTION

McArthur Irwin recently held their annual sales convention at the head office of the company, Montreal. It was one of the most successful conventions ever held by that company. Every salesman had shown an increase of from 30 to 50 per cent during the past year.

TROPICAL AIR HEATER

The "Tropical" portable electric air heater is one of the newer electrical devices being placed on the market. The reflector is designed for efficient projection and diffusion of heat. It is made of polished aluminum and the finish may be maintained indefinitely.

The heating element is of special design consuming 600 watts per hour. It is manufactured by the Duffie Electric Mfg. Co., Ltd., 465 Bloor St. west, Toronto.

Two Necessities in Every Garage

Prevent Accidents with a

PHENIX GARAGE DOOR HOLDER

Keeps doors from slamming. Easily turned up or down by hand or foot. Automatically locks itself. Equally effective on any solid floor construction, level or pitched. No broken headlights and bent up fenders.

No "Come back" to fear.



GARAGE DOOR BOLT

Specially designed and made for Garages, Factories, Warehouses and Fire Doors.

One turn of the handle locks and unlocks top and bottom Bolt.

Withstands the severest service the year round.



Phenix Mfg. Co.

030 Centre Street
MILWAUKEE, WIS.

Holle No. 52

Order Them Today

Quality Radio Supplies

We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
U.S. Tool	Reliable Batteries	Marconi Wireless Co.
Murdock	Eveready Batteries	Federal Telephone Co.
Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY

62 YONGE ST. ARCADE, TORONTO, ONT.



PFLUEGERS' Fishing Tackle

Best by Test

Since 1864

THERE is a piece of Pflueger Tackle for every kind of fishing from the game fish of the fresh water lakes and streams to the leaping Tarpon of the briny deep.

A Variety of over 5000 Articles: Reels, Hooks, Baits, Spoons and Spinners, Snelled Hooks, Leaders, Cuttyhunk Lines, Silk Lines, Furnished Lines, Wooden Minnows, Rods, Flies, Floats, Sinkers, Etc., Etc.

Pflueger Tackle is guaranteed without time limit against defects in Workmanship or materials.

THE ENTERPRISE MFG. CO.

"The PFLUEGERS"

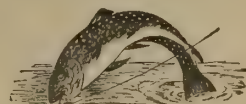
Largest and Oldest Tackle Makers in the United States

AKRON, OHIO, U.S.



DEALERS

Ask for our No. 37 illustrated catalog, 400 pages of interesting information.



MAKE NO MISTAKE RECOMMEND THE BEST



BANNER Ash Sifters

Order now. We will do our best to ship promptly.

All Wholesale Hardware

The Burrowes Mfg. Co.
TORONTO

CANADA DUSTLESS ASH SIFTER



Saves coal. Pays for itself in a few months. Lasts a lifetime. IT IS POSITIVELY DUSTLESS.

With the present coal situation, there should be a big demand for this dustless ash sifter.

If not carried in stock by your jobber write us direct.

Manufactured only by

J. SAMUELS

275 Queen Street W.
TORONTO

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as durable.

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

Lafayette Avenue

Buffalo, N.Y., U.S.A.

PERFECTION PEDAL PADS

The Standard for Comparison

Insist on the Pad with the Nickel Frame.

Have them handy.

The Demand is Universal

They give Satisfaction



Easily attached. No bolts. Just Bend the Prongs. No Drilling.

Sold by Reliable Jobbers and Dealers Everywhere.

Patented Dec. 21, 1915

MANUFACTURED BY

AUTO PEDAL PAD COMPANY, Inc.

Manufacturers of Pedal Pads for all makes of Cars.
318-320 West 52nd Street, NEW YORK CITY

CARHARTT

Good, serviceable gloves made of sound materials, by skilled workers, under strict supervision.

Send for sample assortment.

GLOVES



Trade News From Coast To Coast

A Monthly Summary of News Among Dealers, Jobbers, Manufacturers and Allied Interests

ALBERTA

Edmonton—J. A. Stovel, purchased hardware business of W. S. McBride.

Ponoka—Wyman & Small, purchased by R. K. Allan and G. W. Allan who will operate under name of Allan's Hardware.

Strathcona—A. A. Graham, purchased hardware business of The Devereaux Hardware.

BRITISH COLUMBIA

New Westminster—The Richwell Brush Mfg. Co. have appointed M. Moss, sales manager for Vancouver Island.

Oliver—Laurence & Ede, hardware, succeeded by V. Fairweather.

Vancouver—W. H. Hudson, hardware, purchased by Mr. Latimer, formerly of Latimer & Sykes.

Victoria—E. B. Tson of the Reliable Plumbing & Heating Co., has retired from the business. Continued by C. Ballan.

SASKATCHEWAN

Bladworth—J. W. Tanglesley, purchased hardware business of F. R. Robertson.

Davidson—Pioneer Hardware, succeeded by Davidson Co-operative Association.

Kinistino—W. J. Purdy, hardware, purchased by Mr. McEwen.

Odessa—Edwards & King, hardware, discontinuing.

Sanctuary—R. S. Hunter, hardware, commenced.

Strassburg—E. C. Arthan, hardware, discontinued.

MANITOBA

Rivers—Moxley & Forman, hardware and implements, succeeded by Forman & Harvey.

Strathclair—Barradell & Son, succeeded by O. Sawyer.

Winnipeg—The annual convention of G. F. Stephens & Co., paint and varnish manufacturers, brought together the entire staff of branch managers, salesmen and departmental executives. M. F. Christie, president of the company, entertained the guests at a social evening.

Winnipeg—W. G. Ashdown, hardware, now located at 622 Ellice Avenue.

ONTARIO

Brockville—McIntyre Hardware Co. have been incorporated under a provincial charter.

Campbellford—P. C. Denyes, hardware, commenced in premises formerly occupied by Mrs. Jas. Sanders.

Corbeyville—The Canadian Industrial Alcohol Company have commenced construction of new plant to take the place of one destroyed by fire in June. The new structure will cost approximately \$175,000.

Burks Falls—Wm. Young has sold his plumbing and tinsmithing business to The Burks Falls Hardware Co.

Fordwich—W. E. Patterson, purchased hardware business of Jamieson & Patterson.

Hamilton—E. B. Turnbull has disposed of his paint shop to G. H. Davis.

Lanark—S. B. Merrill & Son, purchased hardware and tinsmithing business of W. M. Lee.

Midland—The International Fibre Board

Co. are asking a fixed assessment of \$15,000 for ten years.

Midland—The Canada Iron Corporation are demolishing their plant which had a daily capacity of 115 tons of iron.

Niagara Falls—C. Swayze, for several years partner of the firm of Smith & Swayze has commenced a hardware store at 139 Queen Street.

Omene—The hardware store of T. J. Parson was recently entered by burglars who made off with merchandise to amount of \$50.

Oshawa—The Pedlar People recently made a shipment of three carloads of metal lath to Yokohama, Japan, to be used in connection with the work of reconstruction.

Ottawa—The Mount Royal Metal Co. has been incorporated with a capital stock of \$100,000.

Parry Sound—W. H. Waddell has procured an interest in the McKinley Hardware Co. W. S. McKinley, senior partner, has retired. The business will be operated without any change in name.

Peterboro—McCall Bros. will erect an oil warehouse on Hazlitt Street.

Port Hope—The hardware store of G. T. Hancock was entered two nights in succession by burglars who stole a large quantity of rifles, ammunition, flashlights, clocks, knives, etc.

St. Catharines—The Dominion Tungsten Lamp Factory, Ltd., has been incorporated with a capital of \$100,000.

Stratford—P. Griffin and H. Riggs, have commenced manufacture of a varied line of aluminum and brass goods. The foundry is located at 176 Gore St. West.

Thedford—L. C. Jamieson has purchased the business formerly carried on by L. Mosure.

Thorold—I. L. Hunt & Son, hardware, purchased by Frank K. Wilson.

Toronto—F. J. Penberthy, vice-president of Lowe Bros. Ltd., was elected regional vice-president, representing the Canadian zone at the annual convention of the National Paint, Oil & Varnish Association held in Chicago. A. S. Boulton, the Boulton Paint Co., Toronto, was elected a member of the board of directors.

Toronto—The Wheeler Tire & Rubber Co. has been incorporated with a capital stock of \$1,000,000 to manufacture tires and rubber goods.

Toronto—The Dominion Wheel and Foundries contemplate erection of addition to their plant at 131 Eastern Ave.

Toronto—The following members of Toronto Paint Club were in attendance at the annual convention of the National Paint, Oil & Varnish Association held recently in Chicago: H. R. Ryan, Scarfe & Co.; J. J. Riley, Flint Varnish & Color Works; E. Johnson, Ault & Wilborg Co. of Canada; F. J. Penberthy, Lowe Bros. Ltd.; T. F. Moneypenny, Imperial Varnish & Color Co.; A. S. Boulton, Boulton Paint Co.

Toronto—J. C. Robertson has taken over the hardware business formerly known as The Variety Hardware 2201 Queen St. East.

Toronto—Pneu Oil Burners has been incorporated with a capital of \$40,000 to

manufacture hot air, gas and oil furnaces, stoves and heating equipment.

Toronto—Mutual Glass, Ltd., has been incorporated with a capital of \$100,000 to carry on a jobbing business in glass, manufacture and deal in hardware.

Toronto—C. M. Konvalinka has been appointed Toronto sales manager for S. F. Bowser Company.

Toronto—Mecanno, Ltd., have removed from 11 Colborne St. to 45 Colborne St.

Windsor—The Deslauriers Metal Products Co. has been incorporated with a capital of \$50,000.

Windsor—J. N. Richard, hardware, discontinued.

Waterloo—Co-operative Broom and Brush Co. have been purchased by W. T. Purcell & Son of Kitchener.

QUEBEC

Montreal—M. Miller & Sons, hardware discontinuing.

Montreal—Perras & Dontre, hardware, dissolution of partnership.

MARITIME PROVINCES

Fredericton—R. Chestnut & Sons Ltd., suffered damages by fire to extent of \$8,000. Covered by insurance.

Halifax—G. L. Allen has purchased hardware business of A. S. Austen.

CANADIANS AT ATLANTIC CITY CONVENTIONS

Canadians in attendance at the hardware conventions at Atlantic City, Oct. 15 to 18, included the following:

Col. Robert Starke, Seybold Co., Montreal; Thomas Birkett, T. M. Birkett & Son, Ottawa; Mr. (& Mrs.) A. E. Gilverson, Rice Lewis & Son, Toronto; T. B. Williamson, H. S. Howland Sons & Co., Toronto; S. H. Alexander and George Fleming, Wood, Alexander & James, Hamilton; Mr. (& Mrs.) C. A. Whitwam, Hobbs Hardware Co., London; Harold J. Badden, Secretary Canadian Wholesale Hardware Association, Toronto; D. Griffiths, B. Greening Wire Co., Hamilton; C. E. Adcock, Adcock & Co. Ltd., Montreal; C. G. McGhie, Welland Vale Manufacturing Co., St. Catharines; Geo. P. Fraser, Manufacturers agent, Toronto; Mr. (& Mrs.) Weston Wrigley, publisher "Hardware," Toronto.

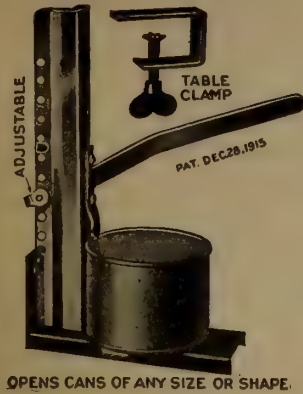
OBITUARY

Hamilton—The death occurred recently of C. R. Hubbard, 38 years of age, assistant manager of E. C. Atkins Co. Mr. Hubbard travelled extensively and had a great many friends in the jobbing and retail trade throughout the Dominion. The deceased was the only son of Harland P. Hubbard and Bessie F. Hubbard and is survived by his parents, widow, two children and two sisters.

Merlin—J. Hancock recently passed away. He was associated with the W. A. Barr Hardware Co. for seventeen years.

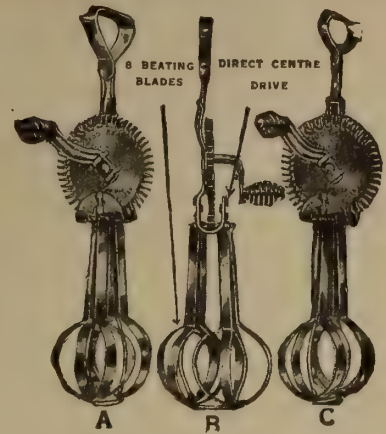
Napanee—R. C. Wright, aged 75, recently passed away. He was for several years a traveling representative of the Gurney Foundry Co. He was also formerly a member of the hardware firm of Boyle & Wright.

Toronto—J. Leckie, founder of John Leckie & Co. recently passed away at Vancouver, B. C. Funeral was held in Toronto.



Ladd Egg Beater Philosophy

HOLIDAY GOODS AND STAPLES: Pretty risky isn't it to load up with a lot of goods that will only sell at one limited season in a year? After all, **SUBSTANTIAL STAPLES ARE THE MONEY-MAKING HOLIDAYGOODS.** Percolaters sell all the year round, but the Christmas business on them is enormous.



Ladd
Mixer-Churns

It's just the same with our goods, —LADD BEATERS, LADD MIXER-CHURNS, SATURN REELS, SATURN CAN OPENERS,—no worry about sale. If they don't sell for Christmas, they will sell at any and all times after. Many beautifully made staples are in this class. However, we are talking about **OUR GOODS** and long experience proves **AMPLE AND COMPLETE STOCKS ARE MOST DESIRABLE.** What a fine Christmas gift is a LADD MIXER-CHURN 1 qt. or 2 qts. to the woman who has felt she could not afford it? There is nothing better or more appropriate.

May we have your ORDER RIGHT NOW to prevent LOST SALES

JOBBERS the world over and US



Saturn Clothes-
Line Reels

UNITED ROYALTIES CORPORATION, 1133 Broadway, New York

Canadian Sales Representatives:— G. S. WHITAKER & CO., 8 Colborne Street, Toronto

Direct-by-Mail Printing, Catalogues, etc.

In addition to a printing staff and equipment able to produce all this class of work in a thoroughly satisfactory manner at low cost, we have a service department that might give you many valuable suggestions.

Commercial Printing (Blank Forms, etc.)

For this class of work you want dependable work, prompt delivery at low cost.

We have the latest automatic presses and other necessary equipment to satisfy you in every particular.

Let us quote on all your printing.

The Commercial Press, Limited

51 Wellington West

TORONTO

HARDWARE MARKET SITUATION

Locally there seems to have been a panic in general buying during the past month, though travellers in outside points report a good fall. Whether or not the city is experiencing a pre-Christmas lull is left to conjecture. One reason may be the tightening of credits by bankers.

Farmers have had a good season; not, perhaps, the bumper season they expected early in the spring, but an advance over last year, nevertheless. This is indicated in the larger country buying existent since the beginning of September, and the demand for farm help, which in Ontario is more pronounced than since war-time.

Collections at country points are good and in the cities are somewhat weaker, due no doubt to lack of employment of some workers. Here, again, is a paradox. There are a number of mechanics out of work in Toronto, and yet the employment bureaus report for the province generally a lessening of the number of persons out of work this fall as compared with last year.

That a healthy state of business obtains in smaller places is the report of travellers and investigators who have come in from the north, the west and northwestern parts of Ontario. Owen Sound and other towns on Georgian Bay and Lake Huron have had a good year, and a man who knows that territory well gave as an illustration the town of Gravenhurst, which has enjoyed two good years of business, although as a summer resort travel fell off this year.

At Gravenhurst the railroad has been building sidings and switches; a new hospital has been completed; a saw-mill enlarged; the boat works added to; and the country has spent much money on new roads. The result has been that all the able bodied men have had plenty of work at good wages, and have been spending money themselves on their homes and with local merchants.

Paints have been selling remarkably well there the past three months.

The sales tax, which comes into force on manufactured goods at New Year's is responsible for a number of new prices being issued, and in addition new 1924 prices have come out on hammocks, baseball and sporting goods, oil cans, spring hinges for screen doors, screen wire cloth, poultry fencing, refrigerators, screen doors, window screens, and many other lines.

Booking has commenced on spring and early summer lines, but the big demand at present is for winter sports and other staple seasonable lines.

Iron and steel, because of surplus stocks, show a reduction in some grades amounting to half a cent a pound. Plates, especially Canada plate, on the other hand, because of scarcity of stocks is firmer.

Buying of steel in the primary markets is about 50 per cent. of capacity. One of the features has been the big orders placed for steel

shapes and plates by Japan. This was expected following the recent big earthquake.

There are the usual number of price changes to report locally, most of them, however, upward, showing a strong feeling towards good and better business. Some of these changes are listed below.

Advances

Plumbers' pipe cutters—Advanced around 10 per cent. Saunders' No. 1 are at \$2.40 each; and Barnes' No. 1 at \$3.10.

Cotton Rope—Advanced 6 cents a pound. Other cotton products proportionally—candle wick, sash cord, awning cord, wrapping twines, and clothes' lines.

Fibre pails and wash tubs—Higher about 10 per cent.

Food Choppers (enterprise)—Higher by about 20 per cent. No. 5 sells now at \$34.20 a dozen; No. 10 at \$60 and No. 12 at \$54.

Lanterns—Advanced 15 per cent. Plian tinned now at \$12.25 a dozen.

Screen Wire—New 1924 prices show an advance of 20 cents on galvanized cloth over 1923 prices.

Fire Shovels—Slightly higher. No. 55 now at \$1.33 a dozen.

Scales (Champion, even balanced scales)—Advanced somewhat. Four-pound scales now \$5.70; ten-pound \$7.05; 240-pound, \$11.90; 600-pound (platform), \$31; 1200-pound, \$37.10, government inspection included. Household, grocers, counter and other scales have advanced proportionately.

Barrel Churns—Advance on hand churns. No. 1 is now \$10.60; No. 2, \$11.30; No. 3, \$12; No. 4, \$14.50.

Draw Knives—Higher prices are now in force for razor blade draw knives. 8-in. size is now at \$16.50 a dozen; 9-in. size, \$17; and 10-in. size, \$17.80.

Picture Wire—Higher by 10 per cent. No. 0 in 25-ft. packages is at 45 cents a dozen, and in 75-ft. packages, 85 cents.

Hammocks—Up about five per cent. above 1923 prices.

Spring Hinges for Screen Doors—Advanced \$1.30 a gross over 1923 prices. Now at \$21.30. Steel spring hinges are now \$27.90.

Mops—Advanced 20 cents a dozen to \$5.45 for self-wringers. Ohio string mops around \$6 a dozen. O-Cedar mops have also advanced to take up the sales tax in force with the commencement of the year.

Washboards—Some of the cane line make of zinc washboards have advanced. Globe, solid back, is now \$6.45 a dozen; Waverley, \$5.65; Royal Globe, \$5.65; Baby Globe, \$2.65. The Crystal (glass) board is now \$8.10.

Washers—Washers for gauge glasses show a slight advance. Half-inch flat washers are now

Declines

Fuel Oil—Declined. Barrel lots are at 10 1-5 cents a gallon.

Gasoline—Down a cent a gallon to 23 cents.

Linseed Oil—Lower. 1 to 2 barrel lots now at \$1.14 a gallon for raw, and \$1.17 for boiled oil. Turpentine remains around \$1.40 a gallon.

Tarred Felt—Slightly declined to \$3.45 a hundredweight.

Building Papers—Lower. Dry fibre No. 1 now at \$1.10 a roll, and No. 2 at 60 cents.

Chair Seats—Declined. 14-in. size now \$1.70 a dozen; 15-in., \$1.95; 16-in. \$2.30; 18-in., \$2.90.

Plumbers' Melting Pots—Lower. The 5-in. size is now at 50c each; 6-inch, 75 cents; 8-in., \$1.40.

Copper and Copper Products—Declined. The former about half a cent a pound.

SKATE SUNDRIES PRICES

Revised prices have been issued on C.C.M. Skate Sundries. These include skate straps, tan leather, which are now \$3.50 a dozen pair for 21-in. and \$4.70 for 30-in. Web. straps for same lengths are \$3.20 and \$3.60. Skate laces are \$3.20 a dozen pair for rawhide.

Screws for skates, nicked as supplied with automobile skates, are \$1.20 a gross; and packages of 26 assorted heel and toe sufficient for a pair of skates are at 20 cents a package.

Bolts and nuts are 60 cents a dozen; and copper rivets \$1.10 a pound.

Skate grinder tables are \$6; holders, \$16; grinders, \$26; and complete outfits, \$48.

Skating shoes for men are \$7 and \$8.70 a pair; girls and boys, \$5.30; and women's, \$6.50.

Tire tape rims from 51 cents a roll to \$1.10.

REMINGTON CASH REGISTER

A decision in favor of Remington Arms Company, Inc., has just been handed down by Judge Hugh M. Morris of the United States District Court at Wilmington, Delaware, in the patent infringement suit of the National Cash Register Company of Dayton, Ohio, against the Remington Company.

This suit was filed immediately after the Remington cash register was placed on the market about two years ago, and alleged infringement by the sale of that machine of three patents. In the present decision the Court found two of the patents invalid and the third not infringed.

This decision is of considerable interest in that it clears up any possible misunderstanding of the relative merit of the claims of the two respective companies.

THE HOMEY APPEAL

Millar and Coe, Vancouver, B.C., featured Christmas toys in an appropriate window display. Forming the background was the model of a small, red brick cottage, with door and windows, chimney and the snow covered roof. The cottage was lighted inside. Painted on the back drop, directly behind the cottage, was a snow covered landscape. Pasted on the window glass was the original copy of a letter written by a child to Santa Claus, asking for certain toys for Christmas. A varied assortment of toys and games, all besprinkled with frosting, were displayed in the window.

3,000 Razors per Day 120,000 Blades per Day \$4,000 Dealer's Profit per Day

3,000 Gillette Safety Razors and 120,000 Gillette Blades is the daily output of the Gillette Safety Razor Co. of Canada, Limited.

— And the daily sale of the dealers of Canada —
\$4,000 profits are being banked every single business day of the year.

Are you getting your share of these enormous earnings?

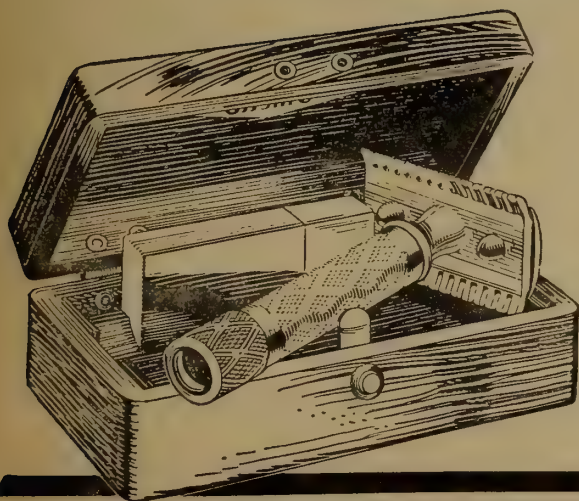
You get 3 Separate Profits

when you sell the Gillette Safety Razor—

- the profit on the Razor itself
- the never-ending profit on the blades
- and the priceless good-will that is the outcome of the perfection of the Gillette daily shaving service.

A Gillette window display is profitable not only for the moment — it is a builder of lasting business.

Gillette Safety Razor Co. of Canada, Limited
Montreal, P. Q.



Gillette

SAFETY RAZOR



The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

Toronto, Nov. 10, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 24c.

Antimony—Per pound, 8½c.

Brass—Sheet, base, 37c; rods, base, ½ to 1 in., round, 32c; tubing, seamless, base, 42c. Discount, 10 and 5%.

Copper—Casting ingot base, 18c; bars, under 2 inch, 40c; soft sheets, plain, 16 oz. and heavier, lb., 45c; plain sheets, tinned, 16 oz. and heavier, lb., 58c; polishing sheets, 16 oz. and heavier, lb., 50c; tubing, 46c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher. Discount on these 10 and 5.

Coppers, Soldering—Base, 4 to 8 lbs., 41 cents per lb.; 3-lb., 42c; 2½-lb., 43c; 2-lb., 46c; 1½-lb., 48c; 1-lb., 52c per lb. F.o.b. Toronto, Hamilton.

Iron and Steel—(New list)—Pig iron, per ton, \$33.30; steel bars, \$3.75 per hundred pounds; bands, 3/16 inch and lighter, \$4.50; hoops, 20 gauge, lighter than one inch, \$5.50; heavier, \$5; shapes, smaller than one inch, \$4. Cold rolled steel, round, \$4.15; flat, square and hexagon, \$5.75; sleigh shoe steel, \$4.15; tool steel, high grade, \$30; drill steel, \$18.50.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$8.25 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 11¼c per lb. Cut sheets to size, 1c extra.

Sheets, Blue Annealed—10 gauge, \$4.70 per 100 lbs.; 12 gauge, \$4.80; 14 gauge, \$4.85; 16 gauge, \$4.85.

Sheets, Black—18 to 20 gauge, \$5.45 per 100 lbs.; 22 to 24 gauge, \$5.50; 26 gauge, \$5.55; 28 gauge, \$5.65.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$7.00 per 100 sq. ft.; 26 gauge, \$7.50; 24 gauge, \$10; 22 gauge, \$12.50; 20 gauge, \$14; 18 gauge, \$19; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Queen's Head	Fleur-de-lis
28 gauge, per 100 lbs. \$7.25	\$7.25
26 gauge, per 100 lbs. 6.85	6.85
24 gauge, per 100 lbs. 6.55	6.55
22 gauge, per 100 lbs. 6.40	6.40
18-20 gauge, 100 lbs. 6.00	6.25

Apollo
10½ oz., per 100 lbs. \$7.25
28 gauge, per 100 lbs. 7.05
26 gauge, per 100 lbs. 6.85
24-22 gauge, per 100 lbs. 6.65

20-18 gauge, per 100 lbs. 6.35
16 gauge, per 100 lbs. 5.90
14-12 gauge, per 100 lbs. 5.75

Plates (Canada), per box—
75's 60's 52's
Ordinary \$5.85 \$5.70 \$5.60
Blued 6.15 6.00 5.40
Blued and oiled. 6.25 6.10 6.00
Polished 7.05 6.90 6.80
Welsh polished . . . 7.55 7.30

Plates (Coke Tin)—IC. 20x28, 112 sheets, 15.50; IX, 20x28, 112 sheets, \$18; IXX, 20x28, 56 sheets, \$10; IXXX, 56 sheets, \$11.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$9.50; IXX, 20x28, 56 sheets, \$11.

Plates, Terne—IC, 20x28, 112 sheets, \$16.

Spelter—Per pound, 9c.

Tin—Ingots (100 lbs.), per lb., 46c.

Zinc—Sheet, per lb., 13½c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$9.50 for special. Net.

Boiler Tubes—1 inch, seamless, \$22; lapweld, \$19.50.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Dampers (Stove Pipe)—Standard sheet iron, 6 in., \$1.45 a dozen.

Fittings (Malleable) — Discounts, 63%.

Fittings—Cast iron, 10% from list; bushings, malleable, 15%; flanged unions, 17½%; plugs, cast iron, solid, countersunk, all at 10%; couplings, 4 in. and under, 25%; do., 4½ in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 45%; 4½ and larger, 35%; long, 4 in. and under, 50%; 4½ in. and larger, 40%; running thread, 4 in. and under, 25%.

Oakum—Navy No. 1, spun, 7.50; unspun, \$7; plumbers', \$3.20 per cwt.

Packing — Fine jute, 15c a pound; coarse, jute, 11c; hemp, 26c; square braided hemp, 28c; No. 1 Italian, 31c; No. 2 Italian, 24c.

Pipe Covering (Asbestos) — 2-ply, discount 57½%; 3-ply, 55%; magnesite, 35%. Boiler covering, \$1.50 a bag.

		Standard Butt Weld Pipe S/C per 100 feet			
Size		Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
½ in.	6.00	8.00		
¾ in.	4.32	6.30	7.56	9.60
1 in.	4.32	6.30	7.56	9.60
1 ¼ in.	5.53	6.97	7.82	9.85
1 ½ in.	6.79	8.40	9.55	11.27
2 in.	9.69	12.07	13.77	16.32
2 ½ in.	13.11	16.33	18.63	22.08
3 in.	15.68	19.53	22.28	26.40
3 ½ in.	21.09	26.27	29.97	35.52
4 in.	33.35	41.54		
4 ½ in.	43.61	54.32		
5 in.	56.12	69.00		
6 in.	66.49	81.75		

		Standard Lap Weld Pipe S/C per 100 feet			
Size		Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
2 in.	24.42	29.60	33.30	38.85
2 ½ in.	36.27	44.46	50.31	59.09
3 in.	47.43	58.14	65.79	77.27
3 ½ in.	57.04	69.92	79.12	92.92
4 in.	67.58	82.84	93.74	110.09
4 ½ in.	78.74	96.52	114	133
5 in.	91.76	112.48	133	155
6 in.	1.19	1.46	1.73	2.02
7 in.	1.55	1.90	2.21	2.62
8 in.	1.63	2.00	2.33	2.75
9 in.	1.87	2.30	2.68	3.17
10 in.	2.23	2.83		
10 L in.	2.14	2.62	3.04	3.58
10 in.	2.76	3.38	3.91	4.61

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 65 and 5 per cent.

Dampers (Stove Pipe)—Standard sheet iron, 6 in., \$1.45 per dozen; 7-in., \$1.55. Cast dampers, 5-in., \$1.50; 6-in., \$1.54. Sovereign, 3-in., \$1.20; 4-in., \$1.44.

Elbows—(For conductor pipe) 2 inch, \$5.25; 3 inch, \$6; 4 inch, \$10.50; 5 inch, \$24; 6 inch, \$29. Less 50 and 10 per cent. This discount also applies to outlets, tubes, strainers, cut-offs and hooks.

Elbows (Stovepipe)—Light, No. 6, \$1.75 a dozen; No. 7, \$2.00.

Pipe (Lead)—14½c a pound. Waste pipe, 15c; over 8 inch, 16c. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 20%; 4 in., 25%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 37½%; 8 in., net.

Pipe (Stove) — Net; elbows, black and galvanized, net; thimbles, 50 and 7½%.

Registers—Warm air, japanned and common oxidized floor registers, 35% from standard list for large sizes and 30 for smaller. Wall registers are at 30 and 15 off.

Solder—Wire, 38½c a lb.; strictly 31½c; commercial, 28¼c; guaranteed, 33c; wiping, 31c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in., \$44. Less 65 and 5%. O. G. round and half round, \$1 per hundred feet extra.

Valves — Globe, angle and check (standard), 10%; J.M.T., plus 5%;

J.M.T. "C," net; J.M.T. gate valves, 12% and 10%; Jenkins' gate or straightway, 11% plus; Jenkins' Globe, 15% plus; radiator valves (standards and removable disc), 58%; Emco check valves (standard), 23%; Emco J.D. rad. valves (screwed), 28%; Emco swing check valves, $\frac{3}{4}$ and $\frac{1}{2}$ in. sizes, 40%; other sizes, 33%; Webber gate valves, 33%; Emco gate valves (standard), 25%; Emco globe valves (standard), 25%.

Valves, Foot— $1\frac{1}{4}$ in., blk. 72c, galv. \$1; $1\frac{1}{2}$ in., blk. 88c, galv. \$1.25; 2 in., blk. \$1.20, galv. \$1.75.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.— $\frac{1}{4}$ in., \$28; $5/16$ in., \$34.40; $\frac{3}{8}$ in., \$22.80; $7/16$ in., \$21; $\frac{1}{2}$ in., \$19.60; $9/16$ in., \$18.80; $\frac{5}{8}$ in., \$18.60; $11/16$ in., \$18.40; $\frac{3}{4}$ in., \$18.20; $13/16$ in., \$18; $1\frac{1}{16}$ in., $1\frac{1}{8}$ in., $1\frac{1}{4}$ in., $1\frac{5}{16}$ in., \$18.90; $1\frac{3}{8}$ in., $1\frac{1}{2}$ in., $1\frac{5}{8}$ in., \$18.40; $1\frac{3}{4}$ in., $1\frac{7}{8}$ in., 2 in., $2\frac{1}{8}$ in., \$19. Discount, 50% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Loaded shells, plus 2½c; empty shells, plus 15%; metallic rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, 40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., $\frac{1}{2}$ c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 25 per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.50 per doz.; heavy, \$2; dog collars, assorted, \$2.65 per dozen.

Augers (post hole)—Vaughan make, 8 inch, \$15.75; 9 inch, \$18; 10 inch, \$19.20 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$18.50; double bits, doz., \$20.50 for California and \$20 for Ontario brands.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$41.00; No. 3, \$45.00; No. 4, \$49.00. Discount, 50 and 5.

Base Ties—Single Loop—No. 12, \$5.25; No. 13, \$5.35; No. 14, \$5.45; No. 15, \$5.75; No. 16, \$5.95. Cross head—No. 12, \$5.55; No. 13, \$5.65; No. 14, \$5.85; No. 15, \$6.35; No. 16, \$6.45.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable—Half bushel, each, 90c; 1 bushel, each, \$1.30; $1\frac{1}{2}$ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belting (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.25; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belting (Canvas)—60% off.

Belting (Rubber)—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Belt Dressing (Stephenson's)—Red label for leather and green label for rubber, 50 cents per pound.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Bowls, Chopping (Wood)—Round bowls are at, per dozen, \$8 for No. 13; \$11.75 for No. 15; \$27.50 for No. 17; \$28.75 for No. 19. Oval bowls are at \$19.75 a dozen.

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Baby Globe, \$2.45 doz.; Diamond King (glass), \$7.50 per doz.; Enamel Queen, \$8.50 doz.; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$5.25 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$6.51.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), $\frac{3}{8}$ in. diameter and smaller, 6 in. and shorter, 35%. Carriage bolts (\$1 list), $\frac{3}{8}$ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), $7/16$ in. and larger, 20%. Machine bolts, $\frac{3}{8}$ in. and smaller, 4 in. and shorter, 45%. Machine bolts, $\frac{3}{8}$ in.

and smaller, longer lengths, 25%. Machine bolts, $7/16$ in. and larger, 25%. Sleigh shoe bolts, all sizes, 15%. Coach and lag screws, 30%. Bolt ends, 25%. Square head blank bolts, 25%. Plow bolts, 20%. Elevator bolts, large head, 15%; corrugated heads, 45%. Fancy head bolts, 15%. Step bolts, large head (\$3 list), 15%. Whiffletree bolts, 15%. Tire bolts, $42\frac{1}{2}$ %. Stove bolts, $62\frac{1}{2}$ % and 5%. Sink bolts, $62\frac{1}{2}$ % and 5%. Nuts—2-in. and smaller, square, blanks, 25c off; tapped, add 25c. Hexagon, blank, net; tapped, add 75c.

Braces, Ratchet (Peck, Stowe & Wilcox)—No. 3002, \$53.25 a dozen; No. 3024, \$51.70; No. 3003, \$52.

Borax—Lamp crystal borax, 8c lb.

Brooms—No. 5, 4 strings, \$6.50 per doz.; No. 5, standard, \$7.50 per doz.; Little Beauty, \$9 per doz.; Royal Blue, \$13 per doz.

Butt Hinges (Polished Steel)—Per dozen pairs, for 2-inch size, No. 100, 75c; No. 138, 68c; No. 140, 81c; No. 540, \$2; No. 640, \$2; No. 286, ordinary finishes, $1\frac{1}{2}$ -inch, \$2; 2-inch, \$2.50; $2\frac{1}{2}$ -inch, \$2.75; 3-inch, \$3.50.

Cans (Milk)—At list plus 33 1-3%.

Carpenters' Pencils (Dixon)—No. 410, \$5.95 a gross; No. 997, \$8.50.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chisels (Howarth's English)— $\frac{1}{4}$ inch, per dozen, plain, \$1.90; bevelled, \$3.65; $\frac{1}{2}$ inch, \$2.40 and \$4.20; 1 inch, \$3.75 and \$5.50; 2 inch, \$8.80 and \$12.35.

Chisels (Broad's)—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, \$1.60 each; No. 1, \$1.95; No. 2, \$2.40; No. 3, \$3; No. 331, \$3.85; No. 304, \$6.85; No. 333, \$4.25; No. 334, \$11.95. Model—No. 5, \$19.32 per dozen; No. 6, \$21.84; No. 7, \$30.24.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$34.20 a dozen; No. 10, \$60; No. 12, \$54.

Home—No. 55, \$16.38 a dozen; No. 65, \$21.84; No. 75, \$30.24. F.o.b. St. Mary's.

Gem—No. 20, \$22.80 dozen; No. 22, \$28.20; No. 24, \$34.80.

Churns (Barrel)—No. 0, each, hand, \$ 9.75; No. 1 hand, \$10.60; power, \$13.05; No. 2, hand, \$11.30; power, \$13.65; No. 3, hand, \$12.00; power, \$14.40; No. 4, hand, \$14.50; power, \$16.80. No. 5, hand, \$14.55; power, \$18.10. Net list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13; No. 1, \$12.80; and \$13.40; No. 2, \$13.60 and \$14.20; No. 3, \$14.60 and \$15.20; No. 4, \$17.80 and \$18.40; No. 5, \$18.80 and \$19.40. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	BBB
3/16 inch, electric weld.	\$15.40	\$18.80
1/4 inch, electric weld...	14.60	17.20
5/16 inch, electric weld.	12.15	15.25
3/8 inch, electric weld...	10.40	13.25
7/8 inch, fire weld.....	13.20	15.40
7/16 inch, fire weld....	11.30	13.30
1/2 inch, fire weld.....	10.20	12.40
5/8 inch, fire weld.....	10.70	12.90

Cotton Pins (Stevens)—\$1.44 per dozen boxes for No. 1058.

Chains (Tire)—Discounts, 1 to 9 pairs, 25 off; 10 to 24, 30 off; 25 and over, 35 off.

Chains (Cross)—Discounts, under 100, 25%; 100 to 499, 30%; 500 and over, 35%.

Combs, Curry—No. 101, \$1.40 a doz.; No. 111, \$1.60; No. 121, \$1.55; No. 127, \$1.90.

Combs, Cattle—No. 98, \$2.10 per dozen; No. 100, \$2.85.

Cord (Sash)—Hercules No. 6, 75c a pound; No. 7, 74c; Nos. 8, 9, 10, 12, 73c; Nos. 14 to 20, 78c.

Cord (Awning)—White, 3 1/2, 3.10; 4, \$4.15; 4 1/2, \$5.65 per pound.

Crowbars—\$8.00 per 100 lbs.

Drills—Standard lists. Blacksmiths', 1/2 in. x 2 1/2 in. shank, each: 1/4, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; 1/4, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; 3/8, 80c; 13/32, 85c; 19/32, \$1.20; 5/8, \$1.30; 21/32, \$1.40; 11/16, \$1.50; 23/32, \$1.60; 3/4, \$1.70; 25/32, \$1.80; 13/10, \$1.90; 27/32, \$2; 7/8, \$2.10; 29/32, \$2.20; 15/16, \$2.30; 31/32, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Egg Beaters (Dover)—No. 100, \$2.10 a dozen; No. 150, \$3.50; No. 450, double dasher, \$3.20.

Enamelwares—Pearl, Imperial and Colonial, 25% off list; Diamond, Canada and Premier, net list; Crystal and White wares, 40 and 10% off; White-ware, decorated, plus 25%; Japanned ware, plus 25%; One-coat gray, 40 and 10%.

Faucets (Common wooden faucets)—No. 4, \$1.15 a dozen; No. 6, \$1.40; No. 8, \$1.70.

Fencing (Poultry)—3-ply, \$4.65 per 10 rods; 4 ft., \$5.25; 5 ft., \$6.

Fencing (Lawn)—12 in., \$9.25 per 100 feet; 18 in., \$10.50; 30 in., \$12.25; 36 in., \$13.75; 42 in., \$15.35; 48 in., \$16.75.

Files—Favorite—Discount 20-10-10. Great Western, American, 50 off; K. F., Arcade and Globe, 60%; Nicholson and Black Diamond, 35 and 5%.

Gloves—Canvas and cotton, \$15 a gross.

Glue Pots (tinned)—No. 30, \$1.50; No. 20, \$1.55; No. 0, \$1.60; No. 1, \$1.90 each.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in and over, \$4. 40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstones (Mounted)—No. 300,

\$8.28 each; No. 320, \$25.92 a dozen; disc., 20 and 10%.

Grindstone Fixtures (Taylor-Forbes)—15 inch, axle, \$8.75 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Grinders (Household)—Blue Knight, No. 24E, \$2.25. Abrasive wheels at 55 off list.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers (Maydole Brick Hammers)—No. 561, \$27.60 a dozen; No. 562, \$25.10; No. 563, \$22.60.

Hammers, Sledge—(Canadian), 2-2 1/2 lbs., \$25 per cwt.; 3-4 1/2 lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-2 1/2 lbs., \$27.50 per cwt.; 3-4 1/2 lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1 1/4 lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen.

Hangers, Barn and Parlor—Atlas No. 0, \$15.45 doz. pairs; No. 1, \$17.20; No. 2, \$18.30; Stearns, 4 in., \$13.70; 5 in., \$17.75. Perfect, No. 1, \$20.85; Canada, \$15.00; Hatch, \$13.50; National, \$16.50; America, \$21.00; Great West, \$32; Storm King, No. 42, \$11.80 a doz.

Hatchets, Shingling—No. 1, \$11.25 per dozen; No. 2, \$12.

Hatchets, Lath—Nos. 3 and 4, \$11.50 per dozen; No. 4, \$11.75.

Hatchets, Barrelling—Nos. 50 and 60, \$15.50 per dozen.

Hatchets, Claw—No. 7, \$12.50 per dozen; No. 8, \$13.25.

Heaters, Electric—National Glow, \$6.10; National Heatray, \$7.50; Majestic, 1 burner, \$6.50; Universal, \$9.50; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Heaters (Oil)—Perfection, No. 525, \$8.50; No. 530, \$9.50; No. 630, \$12.75. Less 30%.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$21.30 per gross; No. 201, \$35; No. 202, \$28.75. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.81; tee, \$1.56. 5 in., strap, \$2.12; tee, \$1.81. 6 in., strap, \$2.37; tee, \$2.12. 8 in., strap, \$3.62; tee, \$2.62. 10 in., strap, \$5.94; tee, \$4.06. 12 in., strap, \$8.62; tee, \$6.12. 14 in., strap, \$10.62; tee, \$8.75. Net prices.

Light—Net prices—3 in., strap, \$1; tee, \$1. 4 in., strap, \$1.31; tee, \$1.31. 5 in., strap, \$1.43; tee, \$1.56. 6 in., strap, \$2; tee, \$1.81.

Hinges (Barn Door)—6 inch, \$4.30 a dozen pair; 8 inch, \$4.80; 10 inch, \$6.40; 12 inch, \$7.00; 15 inch, \$7.50; 18 inch, \$11.00; 21 inch, \$12.40; 24 inch, \$16.00. Discount, 20%.

Hinge Hasps—Per dozen, 3 inch, 75c; hasps and staples, 6 inch, 60c;

hasps and staples, double hook, 6 inch, 90c; safety hasps, 6 inch, \$2.94.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3 1/2 lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (for hammocks)—No. 138, \$7.85 per hundred; No. 128, \$6.10.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—	Price per keg
	No. 2 No. 1
	Sizes and larger smaller
Patterns	
Light iron	0-7 \$6.70 \$6.95
Long heel light iron	3-7 6.70
Medium iron	1-8 6.70 6.95
Heavy iron	6-8 6.70
Snow	1-6 6.95 7.20
New light XL steel	1-6 7.15 7.40
Featherweight	
XL steel	0-4 8.55 all siz.
Special countersunk.	0-4 9.25 all siz.
Toe weight (front only)	1-4 9.70 all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Horse Clippers (Stewart)—No. 1, \$14.75 each, with sheep shearer, \$15; No. 8, sheep shearer, \$20; No. 9, \$24; and with horse clipper, \$9.75 extra. Discount 25 per cent.

Hose, Lawn—Corrugated, per hundred feet; 1/2 in., \$13; 5/8 in., \$14.50; 3/4 in., \$16.50. Less 5% for full reel, 500 feet.

Hose, Lawn—	3 ply	4 ply	5 ply
Per 100 ft., size 1/2"	\$9.50	\$10.50	\$12.00
Per 100 ft., size 5/8"	11.00	12.00	13.50
Per 100 ft., size 3/4"	13.00	14.00	15.50

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—1/2 inch, 5/8 inch, 3/4 inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$2.

Handles for above japanned, \$21.90 a gross.

Irons, Electric—Model B, National, \$4.65; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.65 net in 1/2 doz. lots; Westinghouse, \$4.80 in 1/2 doz. lots.

Jacks (Screw)—1 1/4 x 10, \$3.75; 2 x 12, \$5; 2 x 16, \$6 each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

Roped and Straight Extension Ladders—20 to 32 ft., 30c a foot; 36 to 40 ft., 34c; 44 ft., 36c; three section extension, 48c.

Fire ladders up to 32 feet are twice the price of ordinary extensions. Over 32 ft. are supplied with supporting legs at three times the price.

Lamp Chimneys—A, per case of 8 dozen, \$12.50; B, per case of 6 doz., \$10.25.

Lanterns—Plain, \$10.50; japanned, \$11.00; dash, plain, \$12.50; japanned, \$14; search (round reflection), \$14.00.

Lantern Burners—\$1.60 a dozen.

Lantern Globes—Cold blast, short or long, 1 doz. cases, \$1.45 doz.; 3 dozen cases, \$1.35 doz.; 6 dozen cases, \$1.25 doz., Cold Blast genuine ruby, \$4.20 doz. F.o.b. factory.

Latches—Black Thumb, No. 2, \$2.25

per dozen; No. 3, \$2.80; No. 4, \$4.20; Barn Door, No. 5, \$3.75.

Levels (Boxwood)—No. 1631, 6 in., \$4.60 a dozen. Plumb and level, 9 in., \$8.70.

Locks (Rim)—Cast, \$3.00 a dozen; steel, \$3.75.

Leather Soles and Heels—Soles, Misses, No. 43½, \$1.25 a dozen pairs; women's, No. 37½, \$1.65; men's, assorted, No. 123, \$2.80.

Heels—Women's, No. 80, 90c a dozen pairs; Men's, No. 73¼, \$1.

Machines (Washing) — Dowsell, \$12.75 each; Noiseless, \$17.50; Hamilton, \$14; Peerless, \$14.50; Snowball, \$19.50; New Century, style A, \$19.75; style B, \$21.75; electric, \$115; Playtime, engine drive, \$27; Ideal Power, \$28; Seafoam, electric, style A, \$90; engine drive, \$50; Sunshine, \$10.25; Popular, \$14.50; Economic, \$16; Puritan, \$19.50; New Champion, \$21.50; Home, \$21.50; Vacuum, \$28; Home Water, motor, \$28; Whirlpool, water power, \$30; Hydro, 1 Tub, engine drive, \$57; electric, \$116.50; Rotary water motor washer, \$29; Connor ball-bearing, with rack, \$22.75; Perfection, engine drive, \$69; electric, \$118; Beaver, \$26; power \$27; Connor, vacuum, \$27.50; Patriot, \$21.50; Jubilee, \$12.50; Canada First, \$21.50. These prices are less 25% Freight equalized with Montreal, Ottawa, Toronto, Hamilton, Kingston, London and St. Mary's, or shipments of quarter dozen and upwards.

Stands, Washtub—Dowsell, \$44.10 per dozen.

Mattocks—Cutter, \$10.50 per doz.; pick, \$10.

Mixers, Bread (Canuck)—No. 4, \$33.95 dozen; No. 8, \$44.90. Universal—No. 4, \$36.00 a dozen; No. 8, \$48.

Mops—Liquid Veneer, mop swabs, \$10.50 a dozen; Victory swabs, \$12; O-Cedar, less handle, \$14; O-Cedar, with handle, \$16; S. W. Mops, complete, \$5.25; Mop Sticks, No. 8, \$2.00; Crescent, No. 10, \$2.00; Crank wringing, \$8.45; Smarts', \$4.00. Cloths for self-wringers, No. 1, \$1.95; No. 2, \$1.60; No. 1 special, \$2.50 per dozen.

Mowers, Lawn—Adanae, Woodyatt, Empress, Mayflower, Ontario Daisy, Star, all at 20% off list; Whippet, Thousand Island, Red Wing, Blue Bird, Great Canadian, are all net. Maxwell's list, 35 and 5%.

Nails—List adopted Sept. 10, 1920. Advance over base on common wire nails in kegs: 1 in., \$1.50; 1½ in., \$1.40; 1¾ in., \$1.15; 1½ in., 80c; 1¾ in., 75c; 2 in., 60c; 2½ in., 55c; 2½ in., 30c; 3 in., 30c; 3 in., 20c; 3½ in., 15c; 3½ in., 10c; 4 in., 5c; 4½ in., 5c; 5 in., base; 5½ in., base; 6 in., base. 6½ to 12 in. 2 ga. and heavier, 25c over base.

Standard steel wire nails, f.o.b. London, Hamilton, Milton, Toronto, Owen Sound, Collingwood, Montreal, \$4.10 base. Freight equalized on above points.

Windsor, Walkerville, Sandwich, f.o.b. factory prices, carload freight allowed, \$4.10.

Sault Ste. Marie, Port Arthur, Fort William, \$4.15 base, f.o.b. factory; no freight allowance.

Moulding, Flooring, Slatting, Box, Fence, Barrel Nails, 25c per 100 lbs. over common nail prices. Finishing nails, 50c per 100 lbs. advance over common nail price.

Miscellaneous wire nails, 70% off

miscellaneous list, f.o.b. Toronto, Montreal, Hamilton and London.

Galvanizing extra, 1 inch and larger, \$3.25 cwt.; smaller, \$3.50 cwt.

Roofing Nails—American, large head, keg, \$10. Less quantities, \$11.

Stelco roofing nails are \$3.50 per keg, \$10, less quantities, \$11 per hundred pounds for bright, and \$11 for galvanized, 10 gauge.

Canadian, large head, \$5.75 keg; less quantities, \$6.75 cwt.

Nails (Cut)—\$4.85.

Nails (Horse)—Capewell C Brand—No. 5, \$6.75 per 25 lb. box; No. 6, \$6.50; No. 7, \$6.25; No. 8, \$6; No. 9, \$5.75. Discount, 10%.

"M.R.M." Brand—Net price list. No. 3, 1½ in. long, \$15.00 per 25 lb. box. No. 4, 1¾ in. long, \$10.00; No. 5, 1 15/16 in. long, \$4.50; No. 6, 2½ in. long, \$4.50; No. 7, 2 5/16 in. long, 2 11/16 in. long, \$4.50; No. 10, 2½ in. \$4.50; No. 8, 2½ in. long, \$4.50; No. 9, long, \$4.50; No. 11, 3 1/16 in. long, \$4.50; No. 12, 3¼ in. long, \$4.50 net.

Netting, Poultry—2 in. mesh and 19 gauge wire—12 in., \$1.80 per 50-yard roll; 18 in., \$2.65; 24 in., \$3.40; 30 in., \$4; 36 in., \$4.75; 42 in., \$5.50; 48 in., \$6.20; 60 in., \$7.70; 72 in., \$9.20; 84 in., \$10.50; 96 in., \$12.

1 in. mesh and 20 gauge wire—12 in., \$4; 18 in., \$5.50; 24 in., \$7; 30 in., \$8.50; 42 in., \$12; 48 in., \$14; 60 in., \$17; 72 in., \$20

½ in. mesh and 22 gauge wire—24 in., \$16.50; 30 in., \$20; 36 in., \$24.

Discounts at present quoted apply only to 1 and 2 in. mesh netting. Other prices have been withdrawn and are quoted only on application.

Canadian and American netting, 2 in. mesh, 12½% off; 1 in. 25%.

Blue Ribbon—24 in., \$5.50 per roll; 36 in., \$7.15; 48 in., \$8.35; 60 in., \$9.85; 72 in., \$11.25. Put up in 10 rod rolls.

English Galvanized—Half-inch mesh, 22 gauge x 12 inches, per roll, \$5; 22x18, \$7.25; 22x24, \$9.50; 22x30, \$11.65; 22x36, \$13.85.

Numerals (Aluminum)—3-inch size, \$2.10 per hundred.

Oils—Royalite, 19c a gallon; Palacine, 20c; Gasoline, 24c. These prices net.

Black oil (summer), 21c a gallon; Black Oil (winter), 22½c; Capital, cylinder, 72c; machine oil, reg. grades, 38c; Imperial gas engine oil, 59½c; Paraffine, 22c. List less 15% on above.

Polarine, \$1.00 per gallon. List less 25%.

Fuel oil, per barrel, net, 10¼ cents a gallon; from tank wagons, net, 10¼c; tank cars, net, 8¼c. Barrels charged extra.

3-in-1 Machine, small, \$1.25; large and handy, \$2.55; factory, \$5 per dozen.

Paper (Building)—Dry fibre, No. 1, \$1.10 per 400 ft. roll; No. 2, 60c.

Tarred Fibre—No. 1, \$1.30; No. 2, 85c.

Monarch Sheathing, white, \$5.50 per 100 pounds; grey, \$4.50; Tarred Straw Sheathing, \$3.70; Imp. Grey Sheathing, \$4.50; Imp. White Sheathing, \$5.50; Scythe dry straw, \$3.60; heavy dry straw, \$3.85; Spruce Sheathing, 36 in. and 72 in. wide, 6. Asbestos Sheathing, \$8.25; carpet felt, \$4.35; tarred felt, 7, 10 and 16 ozs., \$3.40; asphalt felt, \$3.45.

Parowax—10¼ cents a pound.

Picks—Clay, 5 to 6 lbs., \$8.25 a doz.; 6 to 7 lbs., \$9.00.

Rock—7 to 8 lbs., \$9.75 a dozen.

Pins, Clothes—5 gross, 4 in. (loose), \$1.55 a case; 4 gross (cartons), 4 in., \$1.60; Spring, 2 gross to box, \$1.40.

Pitch—Pine, black, per bbl., \$13.25; Navy pitch, per bbl., \$6.50; Coal tar pitch, per cwt., \$1.55.

Planters (Corn)—King of Field, \$15.75 a dozen; Triumph, \$11.

Pulleys—Axle, No. 1, 1¾ in., 80c a dozen; 2 in., 90c; 2½ in., 95c; Palmer's, 90c.

Pulleys, Clothes Line—No. 58, japaned, \$3.90 per dozen; No. 158, galvanized, \$4.00.

Pumps (Maxwell)—Pitcher Closed

	Spout	Spout
No. 2	\$2.85	\$3.10
No. 3	3.15	3.45
No. 4	3.75	4.10
No. 70		6.00
No. 80		8.00

Pumps, Redwing—No. 0, \$6.85; No. 1, \$7.50; No. 2, \$8.75; No. 3, \$10.75; No. 4, \$12.75; No. 5, \$15.25; No. 6, \$18. Discount, 20%.

Rakes (Hay)—Iron bow, \$6.30 dozen; wood bow, \$6.80 a dozen.

Rakes (Wire Lawn. Welland Vale make)—20-teeth, \$4.60 per dozen; 24-teeth, \$5.30.

Rifles, Winchester—Model 1890, \$27.75 each; 1892, \$35.70; 1894 (30 and 32 round), \$42.40; 1894, (30 and 32 octagon), \$45.50; 1895, \$55.50; 1902, \$8.35; 1904, \$10.20; 1905, \$53.65; 1906, \$24.05; 1906, expert, \$27.75; 1907, \$64.75; 1894, carbine, with sling and strap, \$46.65; 1912, gun, \$61.

Rivets and Burrs—Iron rivets, 7-16 inch and smaller, blacked and tinned, 42½%, Iron burrs, 42½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper Rivets, net extras, 2½c per lb.

Copper rivets, usual proportion of burrs, 25%. Burrs only, plus 30%.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manila basis, 20c a pound; Beaver Manila basis, 18½c; New Zealand hemp basis, 18½c; Sisal basis, 16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: 5/8 in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1 and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 16c; double lath yarn, 16½; halyards, 46; Beaver halyards, white, ¾ in. basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marline and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ¾ in., 65c a pound, 5/32 in., 64c; 3/16 in., 60c; ¼ in. and up, 59c.

Rules (Brass)—No. 1494, \$4.60 a dozen.

(Boxwood)—No. 3097, \$6.85; Blind-man's, 2 feet, \$6.40 a dozen.

Sandpaper—B. & A. sandpaper, less 12½%; Star sandpaper, less 12½%; B. B. & A. emery cloth, plus 17½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Disston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 240 lb., \$12.65; 600 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.90 per hundred square feet for 12 mesh, black; \$3.95 for galvanized; \$9.50 for bronze.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 77½ and 2½% Oval Head, bright, 75 and 2½%; Round Head, bright, 75 and 2½%; Flat Head, brass, 70 and 2½%; Oval Head, brass, 67½ and 2½%; Round Head, brass, 67½ and 2½%; Flat Head, bronze, 65 and 2½%; Oval Head, bronze, 62½ and 2½%; Round Head, bronze, 62½ and 2½%.

Square cap, 55%; hexagon cap, 55%.

Screws, Iron Bench, No. 12—1 in., \$10.50; 1½ in., \$11.85; 1½ in., \$14.35.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Skates (Roller)—Union No. 3, \$1.05 per pair; No. 11, \$1.55; No. 5, \$2.25.

Skate Straps—18 inch, \$1.05 a doz. pairs; 21 in., \$1.55; 24 in., \$1.60; 30 in., \$2; 36 in., \$2.30.

Snaths—1 loop, \$17.50 a dozen, 2 loops, \$17.

Spiders—Cast, No. 7, 85c; No. 8, 90c, No. 9, 95c. Nickel Plated—No. 7,

\$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 45%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2, according to grade, 1st, \$29; 2nd, \$28; 4th, \$25. Draining tools, 1st, \$29; 2nd, \$27.50. Hollow back scoops, 1st, \$34.50. Coal shovels, hollow back, 1st, \$32; 4th, \$30. Sand shovels, 1st, \$27.50; 4th, \$24. Hollow back shovels, 1st, \$27.50; 4th, \$24. Rivetted back scoops, 1st, \$37.50; 2nd, \$35.50; 4th, \$34. Miners' spring point shovels, 1st, \$36.50.

Spikes, Ship—Base, ¾ in. and larger, \$5.25 per 100 lbs. ½ in. and 5/16 in., \$5.75 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Squares (Steel, Sargeant make)—No. 100C, \$3.35 each; No. 500RR, \$3.60.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$22 each; Perfection No. 33, 3 burner, \$27; Perfection No. 34, 4 burner, \$35; No. 35, 5 burner, \$49; No. 22G oven for above stoves, \$8.50. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$6.80. Detroit Glass Front Oven, No. 85, each; net. Hot Blast. Stretchers (curtain)—Star, No. 1,

\$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$20; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz.

Stretchers, Fence—No. 440x2, \$1.80 a pair; No. 340x1, \$18 a dozen; No. 340x2, \$30. \$30.24 a dozen. Discount, 20 and 10%.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% net, new list.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., \$2.00. National Flat Track, 1¼ in. per 100 ft., \$13. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

ANVILS

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The finest season to enjoy all that Atlantic City offers in one of the finest hotels in the world, where service, food, and comfort are unexcelled.

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PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.65 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Brushes (paint)—Discounts off Meakins, 30 p.c.; Simms, 75 and 10.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 9c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 9c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 12c.

Chrome yellow, 40c.

Brunswick green, 100 lb. keg, 12c.

Indian red, 100 lb. keg, 25c.

Lamp black, in bulk, 28c; packages, 34c.

Venetian red, best bright, 8c; No. 1, 6c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 4-6c.

French ochre, barrels, 6-8c.

Spruce ochre, 100 lb. keg, 6-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; Indian red, 40c; Chrome yellow, pure, 50c; Golden ochre, pure, 34c; French spruce ochre, pure, 29c; Greens, pure, 35c; Siennas, 37c; Umbers, 37c; Ultramarine blue, 70c; Prussian blue, 95c; Chinese blue, 95c; Drop black, 42c; Ivory black, 44c; Signwriters' black, pure, 50c; Imperial black, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2¼c; red, 2¼c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$8; white, 100's, packages, \$7.50; colors, bbls., (250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' Japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: Dougal white enamel, \$6.40; Vitalite, \$7.93; Duralite \$7.50; Old Dutch, \$6.50; B.H. "White" Enamel, \$6.50; Martins, white, \$7.00; Sattinette, \$7.24; O. P. Co. Albogloss, \$6.50; C. D. Master Painters, \$6.85; Mooramel, \$7; Lowe Bros. Linduro, \$7.00; Sunshine, white, \$6.25; Kyanize, \$8.10; Solpar, \$4.60; Faripan, \$9.10; Jasperiac, \$4.50; Invincible, \$6.50; Hillcrest, \$5.50; Adelite A. & E., \$7.65; Floglaze, \$4.60; Ripolin, \$7.19.

Glass—	Star or Double
Case lots.	16 oz. or 24 oz.
Up to 25	\$12.00 \$19.60
26 to 40	14.90 24.40
41 to 50	16.20 26.60
51 to 60	16.90 27.60
61 to 70	17.60 28.80
71 to 80	18.60 30.30
81 to 84	21.70 35.30
85 to 90	22.80 37.00
91 to 95	41.30

Discounts—Imported, 50 and 10%; domestic, 42%. Pelkington window glass, 50 and 10% off.

Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50 and 10%.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Glass Cutters—No. 023, \$2.20 a dozen; No. 026, \$2.65.

Glaziers' T Squares—\$2.50 each.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Fort William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

Montreal. Toronto.

Anchor, pure	\$13.50	\$13.95
Champion, pure	13.50	13.95
Crown Diamond, pure	13.50	13.95
Green Seal, pure	13.50	13.95
I. V. Perfection	13.50	13.95
Ramsay's pure	13.50	13.95
Moore's pure	13.50	13.95
Tiger, pure	13.50	13.95
O.P.W., Dec., pure	13.50	13.95
Elephant Genuine	14.00	14.45
BB Genuine, less than tons	14.85	15.30
Maple Leaf, pure	13.50	13.95

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$11.50; Genuine, 100 lb. casks, \$12.50; less quantity, \$13.50.

Glue—English, sheet, per lb., 22c to 25c; White pigfoot, 50c; Cake bone, 112 lb. bags, 20c to 30c; Hides, 112 lb. bags, 25c to 30c; Ground glues, 112 lb. bags (English), per lb., 18c to 20c; Canadian, 11c to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.17. Boiled—1 to 2 bbls., \$1.16.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Everjet Black Enamel—Crates, 2 doz., 3 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels-half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. C. Elephant white, \$4.10; Sanitone white, \$3.65; Sanitone, colors, \$3.55; C. P. Co., pure white, \$4.20; C. P. Co., pure colors, \$3.85; C. P. floor paint, \$3.75; Elephant floor paint, \$3.50.

B.H. English colors, \$3.85; English, white, \$4.20; Fresconette, white, \$3.65; Fresconette, colors, \$3.55; floor, \$3.75; porch, \$3.85.

Crown Diamond, white, \$4.10; colors, \$3.75; floor, \$3.75; flat wall tone, white, \$3.65; colors, \$3.55.

Moore's House Colors, white, \$3.95; colors, \$3.70; Preservo Paint, white, \$3.00; colors, \$2.85; floor paint, \$3.50; Sani-Flat, \$3.50; Porch and Deck Paint, \$3.60.

I. V. Elastica, white, \$3.80; Elastica, colors, \$3.55; Flatine, int. wall, white, \$3.65; Flatine, int. wall, colors, \$3.55.

Lowe Bros., H. S. White, No. 328, \$4.20; H. S. color, \$3.85; H. S. floor, hard drying, \$3.75; H. S. porch, \$3.85; Mellotone, flat wall, white, \$3.70; color, \$3.55.

Jamieson's Crown Anchor, white, \$3.65; colors, \$3.55.

O.P.W. Canada Brand, white, \$4.20; colors, \$3.85; floor, \$3.75; Flat Wall, white, \$3.65; colors, \$3.55.

Ramsay's Pure, white, \$4.05; colors, \$3.70; floor, \$3.60; porch, \$3.70.

Glidden's white, \$4.20; colors, \$3.85.

Martin-Senour, 100%, white, \$4.20; colors, \$3.85; porch, \$3.85; Neutone, white, \$3.65; Neutone, colors, \$3.55; floor paint, \$3.75.

Sherwin-Williams, white, \$4.20; colors, \$3.85; floor, \$3.75; porch, \$3.85; Flat Tone, white, \$3.65; colors, \$3.55.

Maple Leaf, white, \$4.20; colors, \$3.85; floor, \$3.65.

Pearcy's Hillcrest, colors, \$3.45; white, \$3.80; floor, \$3.35.

Adelite, white, \$4.30; colors, \$3.95; Industrial white, \$3.85.

Polish-oil—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$5.20; 100 lb. drums, \$5.70; 25 lb. drums, \$5.95; 12½ lb. irons, \$6.20; bladders in bbls. (400 lbs.), \$6.95; in cases (100 lbs.), \$7.20. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B.H. Varnisher, \$3; Chalco, \$3; Klensa, \$3; Cumoff, \$3; Dougal Lingerwett, \$3.25; Takof, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per cwt. in 5-gal. lots—White, \$5.00; orange, \$4.50. Gal. jugs, white \$5.25; orange, 4.75. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

Shingle Stains—

Ordinary Colors.	Greens
Sherwin-Williams	\$1.45 \$1.70
B-H Anchor	1.45 1.65
M. L. Croasote	1.45 1.65

Solignum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hillcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25. Turpentine—Single bbls., gal., \$1.45; 2-4 bbls., gal., \$1.39; 5 gal. lots, per gal., \$1.50.

Varnishes—Per gal. cans—B-H Floors, \$4.44; Maritime Spar, \$5.58; Hard Oil, \$3.06; Gold Medal, \$3.75; Elastilite, \$3.95; Granite Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.80; Sun Aero Spar, \$4.50; Sun Waterproof Floor, \$4.10.

Glidden Wearette, \$4; floorette, \$4.

I. V. Elastica, No. 1, \$4.99; No. 2, \$4.58; Floor, \$4.10.

Jasperite Interior and Exterior, \$3.75; Indestructo, floor, \$3.75; Pale Hard Oil, \$2.75.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-ite Floor, \$4.32; Wood-Var, \$4.16; Durable Spar, \$5.23; Finest Interior, \$4.97.

Moorlastic Floor, \$4.00; T. 45 Floor, \$3.25; Moorvar Interior, \$4.00; Moore's Spar, \$5.

S. W. Mar-not, \$4.03; Rexspar, \$5.13; Scar-not, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; House Spar, \$4.60; Floor, \$4.60; Interior, \$3.60.

Kyanize Spar, \$5.25; Cabinet Rubbing, \$4.95; Interior and Floor, \$4.95.

Luxeberry light, \$4.23; Granite, \$4.56; Spar, \$4.73.

Ramsay's Universal, \$3.80; Agate Floor, \$3.80; 400 Hard Oil, \$3.35.

"C. D. Big 4" Exterior, \$5.10; Interior, \$4.60; General purpose, \$4.28; Furniture, \$2.30.

Dougall Univarnish, clear, \$4.50; Transparent, spar, \$5.00; Transparent, floor, \$4.50.

Adelite, No. 103, Floor, \$4.00; No. 105, Flat, \$4.00; No. 106, Spar, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$8.50; colors, \$9.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 20c; Opalite, 100 lb. pkg., 21c; 1 gal. packages, per pkg., \$1.25; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 12½c; Sturgeon's Solpar, 10c.

Wiping Cloths—Cream, polishing, 24c; White—21c; Colored—16c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal, \$3.60; Ramsay's, 45; Martin-Senours, 38; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, \$1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Ad-elite paste, 45c; Old English, 85 cents a pound, 1-3 off.

Whiting—Plain, in bbls., \$2.00; Gilders, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons, \$1.55; Methylated Spirits, \$1.70.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, \$1.70.

Wall Paper Seam Rollers (Ridgely)—No. 1 and 2, \$6 a dozen.

THE PARMENTER BULLOCK CO

Limited
GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

STEEL

Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square. Write for New Catalogue.

THE STEEL TROUGH & MACHINE CO. LTD.
TWEED, ONT.

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FREE — A PAIR OF PLIERS — FREE

THAT IS WHAT THE PURCHASER OF THE UNIVERSAL GETS WHEN HE BUYS THE WRENCH

The Latest
Development
in Wrenches.

"It can't let go
till you let it"

YOUR DEALER



An adjustable wrench,
an offset wrench, a full
ratchet wrench, a pipe
wrench, a pair of pliers
all in one tool. The
best wrench value on
the market.

Manufacturers Of Universal Lever Adjustable Wrenches, Auto Accessories And Novelties

UNIVERSAL WRENCH CO., Limited, 2 Medbury Lane, Windsor, Ont.*To the Retail Hardware Trade :***"HARRIS" HEAVY PRESSURE****THE COPPER COATED CAKE**

is one of the most attractive, profitable
and easiest handled line.

It is the finest General Service

BABBITT METAL

manufactured, and has a larger De-
mand for it than any other brand of
Babbitt on the market.

Neatly wrapped ready to hand out
We put up a 2 lb. cake for sm a
requirements.



Wrapped



Unwrapped

*Order from your Jobber***THE CANADA METAL COMPANY, LIMITED**

Winnipeg

Montreal

TORONTO

Vancouver

Hamilton



Easier than Ever to Sell!

THE appearance, and sturdy weatherproof construction of the new Columbia Steel Case Hot Shot make it an even quicker seller than ever before. It is better value, yet costs you no more than the old-type Hot Shot. You can sell it at exactly the same price!

The new steel case is well advertised. Take advantage of this special selling feature. Order the new Steel Case Hot Shot from your jobber.

CANADIAN NATIONAL CARBON COMPANY,
LIMITED

Montreal

Toronto

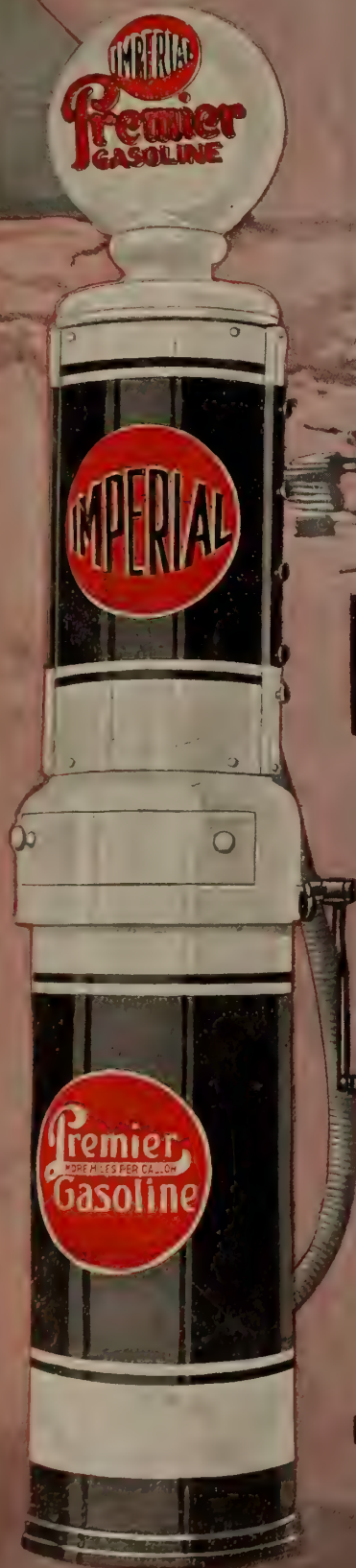
Winnipeg



And No. 6. It also belongs to the line of dry batteries consistently advertised on a nation-wide scale. There are dozens of jobs No. 6 will do for your customers.

Columbia Dry Batteries

—they last longer



BUILT FIRST—TO LAST

One of the many "Little Features of Big Value" in Gilbert and Barker Pumps.

In Gilbert & Barker pump specifications, "Hot Galvanized Castings" is something more than a mere descriptive term.

It stands for highest quality. "Hot Galvanizing" gives castings a longer life and assures perfect freedom from leaks or scale.

And so, down through G. & B. pump specifications, each item stands out as indicative of quality. Special leather packings, seamless brass cylinders, roller bearings and machine cut steel racks and gears—all indicate the highest quality construction.

To select Gilbert & Barker equipment is to reap the benefits that only this *built in* quality can give. It means years of satisfactory service, free from excessive repair and upkeep cost.

Write to-day for interesting free literature, descriptive of features of big value in G. & B. Pumps.

IMPERIAL OIL LIMITED

*Marketers of Gilbert and Barker Products
in Canada.*

Nineteenth ANNUAL HARDWARE CONVENTION

February 12 to 15, 1924

EXHIBITION AT HAMILTON ARMOURIES

Convention Headquarters at Royal Connaught Hotel

The excellence of the exhibition of last February has awakened an unusual interest on the part of the Hardware dealers of the Province, and from present indications, a Banner attendance of members, dealers and buyers at the 1924 Convention and Exhibition is assured, our membership roll having increased during the year, 150 members. Special attention will be devoted to the matter of securing attendance of the general public, during the evenings, to witness demonstrations by exhibitors, and view exhibits generally. A committee of exhibitors will be asked to assist in arranging necessary publicity to ensure a large attendance of the public. Exhibitors will be supplied with copy of membership roll (approximately 850 dealers).

BUYERS' CARDS will be used at the 1924 Convention. These have been used now for two years, and it is our wish that all exhibitors request buyers to have a card and have approximate purchase entered. Sales in excess of \$125,000 were reported last year and from information received from other sources, not more than half the sales were recorded. Prizes will be offered again as follows: Cash and other awards will be made. (FIRST), several graded awards to buyers of largest aggregate purchases. (SECOND), other graded awards to dealers who buy from largest number of exhibitors. A valuable souvenir will be given to all members filing buying cards with Secretary showing purchases of \$25.00 and upwards.

ONLY EXHIBITORS will be permitted to solicit business in the building. The regulation is made in fairness to those who rent booths and join in the official display of merchandise in the hall, and it will be enforced. No exhibits will be allowed in Headquarters hotel, and in this restriction we will have the co-operation of Hotel management. Exhibits to remain in place until ten o'clock p.m., Friday.

The Exhibition Committee will use every effort to secure and maintain the comfort of the Exhibitors, and through experience gained at former exhibitions in the armouries, will be able to give much better service, as regards heating and lighting as well as arrangements in general, and with the usual co-operation of the Exhibitors, can safely promise an exhibition full of Pep, Interest and Results.

MAKE RESERVATIONS FOR EXHIBITION NOW

address all Correspondence regarding the Exhibition to the Secretary

The Ontario Retail Hardware Association

Fred B. Smith, (President)
Belleville

W. F. MacPherson, (Secretary)
Prescott



This handsome display will help you win holiday business

YOU can make your salesroom the local headquarters for Christmas automotive gifts.

Use this striking color lithograph on your windows—around a display of your best accessories. It will be sent gratis, on request to your jobber. Talk automotive gifts to everyone. You will get a real share of the money your customers are going to spend this Christmas.

The Boyce Moto-Meter is an ideal Christmas gift. Endorsement from owners and dealers, with advertising in national magazines and billboards, has made it known everywhere as "the most necessary instrument on the car."

Feature the utility and the beauty of the Boyce Moto-Meter in your windows. It will increase your profits remarkably.

THE MOTO-METER CO.
OF CANADA LIMITED

Hamilton

Ontario

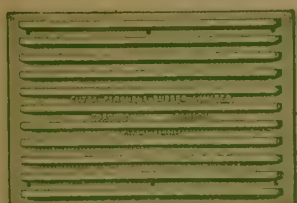
BOYCE MOTO-METER

"Your Car Deserves One"

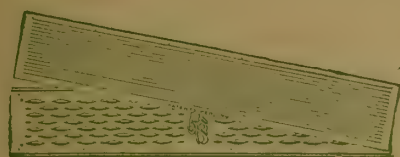




Rubber Headed Mallets



Step Pad



Running Board Mat



Sealite Patches

G-P

Running Board Mats
Radiator Hose
Rubber-Headed
Mallets
Blow-Out Patches
Vulka Patches
Sealtite Patches
Floor Mats
Gasoline Hose
Pedal Rubbers and
Dust-Proof Mats
Cementless Patches

The "Gutta Percha" line offers you the stability of quality. It has been a long time on the market. It is familiar to the motorist. It is manufactured by an old established house whose sound, conservative policies have always included a whole-hearted support of the merchant and his interests.

Gutta Percha & Rubber, Limited
Head Office and Factories, TORONTO
BRANCHES FROM COAST TO COAST

To the Retail Hardware Trade :

"HARRIS" HEAVY PRESSURE

THE COPPER COATED CAKE

is one of the most attractive, profitable and easiest handled line.

It is the finest General Service

BABBITT METAL

manufactured, and has a larger Demand for it than any other brand of Babbitt on the market.

Neatly wrapped ready to hand out. We put up a 2 lb. cake for small requirements.



Wrapped



Unwrapped

Order from your Jobber

THE CANADA METAL COMPANY, LIMITED

Winnipeg

Montreal

TORONTO

Vancouver

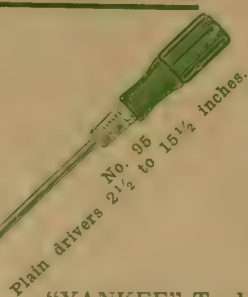
Hamilton

"YANKEE" SCREW DRIVERS

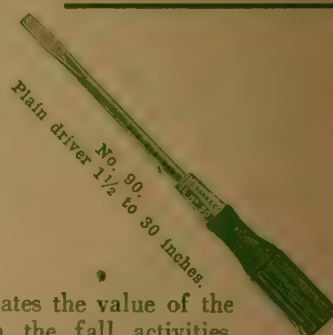
THERE IS ONE FOR EVERY USE

Constructed to save time, labor, and money.

"YANKEE" Tools are designed for the professional mechanic who appreciates the value of the tools with which he works. The demand is continually growing and with the fall activities now starting, it is up to every dealer to see that he has in stock the items for which he is asked. The jobbers' stocks are now well assorted and it will pay you to ask us for catalogue and put yourself in position to realize the benefits of this fall business. Don't overlook the possibilities on this line in the Radio field.



Plain drivers 2 1/2 to 15 1/2 inches.
No. 95



Plain driver 1 1/2 to 30 inches.
No. 90



No. 130.
Quick Return 3 sizes 130-131-135



No. 30.
Spiral Ratchet, 3 sizes—30—31—35.

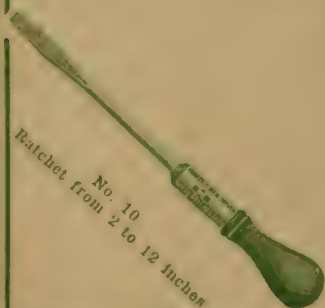
NORTH BROS. MFG. CO.

PHILADELPHIA, PA., U.S.A.

Canadian Sales Office :

ADCOCK & CO., LIMITED

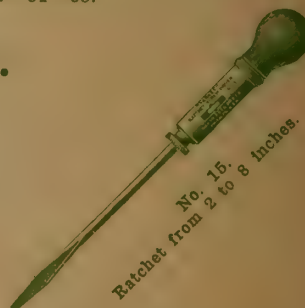
MONTREAL, QUE.



Ratchet No. 10
from 2 to 12 inches



No. 110.
Ratchet screw holder 3 to 8 inches.



No. 15.
Ratchet from 2 to 8 inches



Make The Sale Interesting !

When your customers see an Eveready Flashlight in your display case they are naturally curious to know how it works. In a few minutes you can demonstrate the strength of Eveready construction and the simplicity of making light by pushing the switch with the thumb. Another feature is the ease with which new batteries can be inserted into the flashlight case. Of course, Eveready Unit cells are the best batteries to use with Eveready Flashlights.

CANADIAN NATIONAL CARBON CO., LIMITED
MONTREAL TORONTO WINNIPEG



EVEREADY FLASHLIGHTS



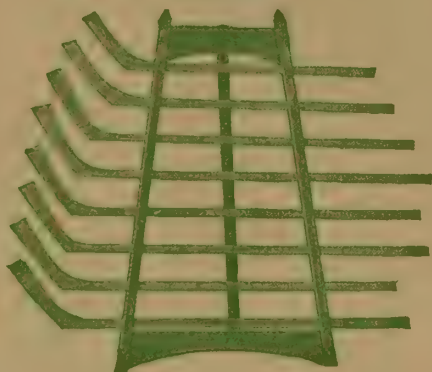


The Viking Line



Keep Your Stock Complete

VIKING HOCKEY STICKS



We manufacture two special grades to meet the needs of senior players. Great care is taken in the selection and purchase of the proper timber for these sticks; only genuine heavy Rock Elm being used. Every stick entirely hand finished, assuring a perfection of balance and design which will bring to the player highest proficiency and pleasure of the sport.

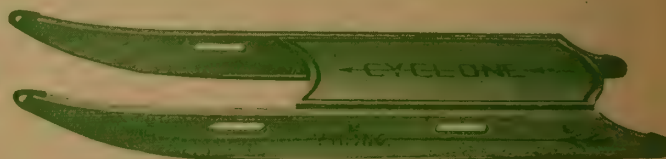
The "Viking" line also includes a full line of graded sticks for general trade purposes. Each "Viking" stick is a good stick, the best of its grade and worth the money.

The "Viking" line includes Skis, Ski Poles and Harness, Toboggans, and a high grade line of Wood Specialties comprising Step Stools, Ironing Boards, etc.

SELF STEERING SLEDs — **SLEDs** — WOOD TYPE SLEDs
with "T" Section Steel Runners with Drawn Steel Rod Runners
Extremely attractive finish, color scheme and decoration.

"Viking" Self-Steering Sleds are leaders. They are good looking, speedy and stand all kinds of abuse. Runners are made of "T" section steel of oversize proportions. The knees are 18 gauge cold rolled sheet steel and the various assembly straps are sheet steel of ample strength. The wood decks are of the highest grade, finely finished and decorated in colors, like all Viking Sleds.

There isn't a more desirable wood sled than the "Viking". Made of substantially clear and selected hard woods, carefully machined and assembled, they are finished with a fine grade of filler and varnished in natural color. All our sleds carry extremely attractive decorations, appropriately designed in crimson and brilliant blue.



We extend to all best wishes for a Merry Christmas
and a Happy and Prosperous 1924.

Rice Lake Canoe Company, Limited
Cobourg - Ontario

WESTON WRIGLEY
Editor and Publisher
C. H. BROOKS
Advertising Manager
W. J. CROWLEY
Montreal Representative
H. ABRAMS
New York Representative
JOHN D. ROSS
Chicago Representative

HARDWARE

ACCESSORIES · SPORTING GOODS
PAINTS · HEATING · ELECTRIC · HOME EQUIPMENT
A MERCHANDIZING BUSINESS PAPER FOR CANADIAN HARDWAREMEN.

A Consolidation of
**HARDWARE and
ACCESSORIES
CANADIAN TIRE and
ACCESSORY JOURNAL**
and the
**CANADIAN HARDWARE
JOURNAL**
Established 1909

VOL. 15—No. 12

8 UNIVERSITY AVE., TORONTO, DECEMBER, 1923

\$1.50 Yearly in Canada

THE NEW SALES TAX

REGULATIONS have been completed by the Department of Customs and Excise governing the new sales tax which comes into force on January 1.

The purpose of the new sales tax law and regulations is to collect the tax at the source, instead of having a series of smaller taxes collected on each sale as at present. It is also provided that a similar tax of six per cent. is payable on imported goods.

The tax is to be collected through licensed manufacturers, and licensed wholesalers and jobbers, the latest amendment leaving it optional with manufacturers as to whether the tax be shown on the invoice or included in the price of the goods. Every manufacturer, including tinsmiths, plumbers, sheet metal workers, etc., and hardwaremen conducting such departments, who produces goods to the value of more than \$10,000 per year must take out a license; and a manufacturer producing less than that must take out a license if more than one-third of the value of the goods he uses in manufacture is otherwise exempt from the tax.

The regulations provide that where a manufacturer in Canada sells taxable goods by retail, the value of the goods for the purposes of the tax is to be fixed by the Minister of Customs. Where a manufacturer transfers goods to his own wholesale house the value of the goods for taxation purposes is not to be less than the wholesale price.

Wholesalers who sell goods to licensed manufacturers for the purposes of remanufacture, if this amounts to not less than 50 per cent. of their total business, are also required to take out licenses under the act. Sales tax licenses now in force will be cancelled on January first.

Many manufacturers have already issued price lists for 1924 with the tax included in the selling price and the last minute amendment allowing the tax to be shown as a separate item where so desired makes the situation very confusing.

It is probable that most manufacturers will decide to follow the example of the makers of builders hardware, lawn mowers, etc., in including the tax in the cost of the goods. It is contended by some, however, that in self-protection they should stamp on each invoice a clause reading somewhat as follows: "This price includes the six per cent sales tax imposed by the amendment to the Special War Revenue Act, dated June 30, 1923."

GET AFTER THE HOLIDAY BUSINESS

AN increasing number of Hardware stores are getting into the holiday merchandise. Some go at it in a half-hearted way. You cannot make the line "go" unless you put into it all the energy and enthusiasm that you can muster.

How do you expect to be any more than an "order taker"

to the customers who enter your store unless you are brimful of enthusiasm for the goods you offer.

Look over your regular "Hardware" stock and you will find numerous articles that will well classify for this gift-giving season. Pocket Knives, Shaving goods, Flashlights, Sporting goods of every description, Auto Accessories, your entire Nickel and Silverware departments, China and Glassware, Aluminum goods in wide ramification. Do not overlook the Housewares line, for these articles, like the ever-increasing Electrical line, have many items that will gladden the housewife.

A Hardware store should particularly appeal to the boy. Coaster Wagons, Bicycles, Kiddie Cars, Sleds, Ice and Roller Skates, Boy Scout Axes and Pocket Knives, Tool Sets, Boxing Gloves, etc. If you are a father of several live kids you should have no great difficulty of getting suggestions galore. If you haven't any boys, then you should remember your own youth, and keep in touch with the present day Young America, for he is ever progressing. Those who handle Radio can get a great trade on this line, for it is getting an ever widening circle.

This season, according to well-known signs, will see a big holiday trade. Stress the utility of your line, and the high appreciation that will be manifested by the prospective recipients, etc.

CHANGES IN PAINT TRADE

ANOTHER nationally advertised line of high grade paint will be offered Canadian hardwaremen in 1924 if the plans of the Flint Varnish & Color Company division of Canadian Explosives, Limited, mature, the new line being the "Du Pont" named after the parent Du Pont Company at Wilmington, Delaware, who have been manufacturing paint in the United States for several years.

The Dougall Varnish Company, Montreal, who added ready mixed paints to their line of varnishes a year ago, are to be managed in future by Harold W. Lay, his predecessor, W. W. Ingersoll, having taken an important position with the Murphy Varnish Company, Newark, N.J., with whom the Dougall Varnish Company are associated.

The Trelford Paint and Varnish Company, Toronto, who established a retail paint business three years ago, and later extended into jobbing in the local field, have now branched out into manufacturing, having bought the paint manufacturing machinery of the Canadian Oil Company, Toronto. A new factory has been established near Bathurst and Dovercourt streets, Toronto, and it is understood that the products will for the present be confined to industrial lines for the factory trade.

Hoops, Limited, have succeeded Buckingham & Hoops, Ltd., Toronto, and are planning to move their factory and offices from Eastern avenue, Toronto, to Milton, Ontario.

HARDWARE CONVENTION AT HAMILTON

Hamilton is again to be the Convention City of the Ontario Hardware Retail Association, the Executive having found it impossible to obtain use of the Armouries at Toronto to hold their 19th. Annual Convention and Exhibition. For nearly six months the Association Officials endeavored to secure permission from the Military Authorities at Toronto, but some in-door baseball games scheduled for the week of the Convention were considered of greater importance by the Military Authorities than the holding of the Hardware Convention and Exhibition in Toronto.

Floor plans for the Hardware Exhibition have been mailed to Hardware Manufacturers and the 140 booths available will probably be booked up early in January.

The Exhibition booths this year will be 10 x 10 feet in size and about half of the booths will be corner locations at \$50. the remaining booths being \$45. each, these prices being only about half the amounts charged for the similar Exhibition space at the Hardware Convention held in the various States across the border.

The Hardware Exhibition will be open Tuesday, Wednesday, Thursday and Friday, Feb. 12 to 15 from noon until 10 o'clock each night, merchants only being admitted in the afternoon and the public in the evening.

Buyers cards will be used similar to the last two years, prizes being awarded to the buyers of the largest aggregate purchases and those who buy from the largest number of Exhibitors. All members making purchases of \$25. or more from one or more exhibitors will receive a valuable souvenir.

Secretary MacPherson reports that there are now approximately 850 members enrolled in the Ontario Hardware Retail Association and the one thousand mark is almost

within reach. Why not make a special drive to lift the enrolment up to one thousand or more at the Hamilton Convention.

The Convention Meetings will be held at the Royal Connaught Hotel, which is to be Convention headquarters.

The Convention Meetings are expected to provide greater interest and discussion than at any previous Conventions. Frank Stockdale is to be present again and will deliver several addresses, in addition to which there will be talks on "Business Management," "Distribution Problems," "Stocks Simplifications," "Business Trend" and "Retail Advertising". A complete Convention program will be announced shortly.

RETAILERS MEET WHOLESALERS

At the last Convention of the Ontario Retail Hardware Association, the Executive were instructed to arrange a Meeting with the members of the Canadian Wholesale Hardware Association to discuss the matter of Wholesalers selling goods at retail from their wholesale warehouses.

The complaints received from London Hardware Retailers and re-echoed by Toronto Hardware merchants regarding goods being sold to consumers at wholesale prices by London and Toronto jobbers was discussed at the Meeting held on Wednesday, December 5, at the office of Hardy and Badden, Secretaries of the Canadian Wholesale Association, Toronto, the retail representatives present being; Pres. Fred B. Smith, Belleville; Secretary W. F. MacPherson, Prescott, John Casler, H. N. Joy and George May, Toronto; Executive Officers of the Ontario Hardware Retail Association. They contended that it was unfair for whole-



Armouries at Hamilton where Hardware Exhibition will be held.

salers to sell goods to consumers in competition with their retail customers and at the same price which the retail merchants have to buy from the wholesale houses.

The Wholesalers were represented by President Simon Rae, D. H. Howden and Company, London, Harold Badden, Secretary, Canadian Wholesale Hardware Association, Toronto, S. H. Alexander, Wood, Alexander and James, Hamilton, C. A. Whitwam, Hobbs Hardware Company, London; T. B. Williamson, H. S. Howland and Sons, Toronto; W. J. Lawson, Rice Lewis and Son, Toronto, and N. Craig, D. H. Howden and Co., Toronto.

All of these gentlemen spoke briefly in explanation of their views regarding the proper policy to be followed by wholesalers in merchandising to retailers. W. J. Lawson explained the policy of Rice Lewis and Sons, who operated their retail department entirely separate from the wholesale business and as no goods are sold at wholesale in the retail store, stated that there could be no possibility of complaint regarding the policy adopted by his house.

The London situation was explained by Mr. Whitwam who pointed out that there had been endeavors made to reach a common ground for an understanding between the London retailers and his wholesale house but it had been found impossible to reach a satisfactory arrangement. Absolutely no goods were sold at his house at retail outside of London but his company felt that they were entitled to a share of the Hardware business of their city.

Following a general discussion of the subject, it was decided that the wholesalers would further consider the matter and draft a resolution for adoption by the Canadian Wholesale Hardware Association, a copy of the resolution to be supplied to the Ontario Retail Hardware Association Convention to be held at Hamilton, February 12-15 next.

FRENCH-CANADIAN COURTESY

QUEBEC Province is widely known for the courtesy and hospitality of its citizens. Keen and capable in business though French Canadian merchants may be the scramble for the dollar has not overcome the inborn courtesy for which their race is noted.

An interesting example of how a Montreal hardwareman seized the opportunity to do a kindly act in an unusual manner was told the editor of "Hardware" at the recent Atlantic City hardware conventions.

R. J. Atkinson of Brooklyn, N.Y., President of the New York State Retail Hardware Association and a member of the Executive Board of the National Retail Hardware Association, discussing his intention of spending his vacation by taking a motor trip to Quebec Province, expressed to John B. Foley, Syracuse, N.Y., Secretary of the New York State Association, his doubts about obtaining hotel accommodation at Montreal and Quebec.

"Write Fred C. Lariviere, of Montreal, he will look after you," advised Mr. Foley.

Mr. Atkinson wrote Mr. Lariviere and received the reply that if the time of his proposed visit was forwarded the hotel accommodation would be guaranteed. So Mr. Atkinson wrote naming the day he expected to arrive at Montreal.

"What was my surprise," said Mr. Atkinson, "to have a large handsome man stop my car at the Montreal end of Victoria Bridge as I entered Montreal and ask if I was Mr. Atkinson. It was Mr. Lariviere. He knew my car would have a New York license and he had been stopping all the cars with a New York license plate until he located me.

Then he looked after me as if I was the President of the United States instead of merely being the president of a State Hardware Association."

Few Canadian hardwaremen enjoy such a wide acquaintance with hardware merchants "across the line" as does Mr. Lariviere—and the reputation of Canada is enhanced by such kindly and courteous acts as the one related by Mr. Atkinson.

THE MOURNER'S BENCH

RETAILERS want lower prices and manufacturers find that one of the chief difficulties in lowering costs is the high cost of selling. And one of the reasons for increasing selling costs is the thoughtless disregard for salesmen's time on the part of many buyers who treat the salesman as a nuisance instead of a friend.

Discussing business conditions a paint manufacturer told "Hardware" this month that in his efforts to keep the factory busy and reduce prices, the greatest problem he found was the steadily mounting cost of selling his goods.

The traveling salesman is the best friend a retail merchant can have yet some retailers seem to delight in telling salesmen to "call back this afternoon" when a little consideration would permit of disposing of the buying problem at once. But jobbers and manufacturers are equally thoughtless at times.



Reproduced by permission from Hardware Age.
"Waiting on the Mourners' Bench."

A writer in Hardware Age has been doing some figuring and the results are interesting. He writes:

"Waiting on salesmen promptly does not mean that the buyer should neglect the store's customers, but that he should avoid causing unnecessary waiting. Give the salesman the order for the goods you wish to purchase from his house and let him go on his way.

"Let's analyze the problem: A salesman losing 1½ hours per day (this is not exaggerated) would equal 42 hours per month—a total of 450 hours for 300 days. This would be a total loss in wasted time for twenty-eight salesmen of 12,600 hours for the year. Assuming a salesman can sell an average of \$30 worth of merchandise per hour, the loss in sales per day would be \$45—\$1,260 a day for twenty-eight salesmen, or a total for 300 working days of \$378,000.

"This is equivalent to the annual sales of four competent salesmen. Think of the saving in the cost of doing business as a result of giving closer attention to the salesmen who call on you.

Get Ready for the Annual Inventory

Frank R. Jackson, President of the Toronto Retail Hardware Club, Outlines his Methods—Believes January the Best Time—Cousin's Hardware Holds January Sale and then Takes Stock.

Written for "Hardware" by D. G. McInnes

THE great need of an accurate, comprehensive inventory cannot be over-emphasized. Not only to discover the articles that are over stocked or running low, but as a record that can be used all year, is it very important.

To get a good report, the dealer, himself, must have an active interest in the stock taking, is the contention of a well-known Toronto hardwareman. F. R. Jackson, 1592 Queen Street East, Toronto, claims that, regardless of the magnitude of his business, the owner or manager should devote his time to inventory taking. Although they may be quite conscientious about their work, clerks or specially hired help do not count or estimate as carefully, unattended, as when the owner keeps a close check upon their work. The fact that the past year may have been a good or a bad one, that paint is overstocked, that kitchen utensils are low in stock cannot have quite the same degree of interest to them.

Aside from the viewpoint of gaining greater accuracy, the dealer can from actual application to stock taking get a greater grasp of his business. From observation he can see its strong and weak points. Those lines that should be discontinued and those that should receive more prominence are seen and corrected. This information cannot be secured so vividly from the finished stock sheet as it can while making out that report.

Stock is taken by Jackson's in the early part of January. It generally requires about two weeks to count the stock, post to the stock sheets, extend the values and replenish the shelves.

As far as it is possible, buying is discontinued at this period. This is not carried to the extent of disappointing customers, but nothing more than is absolutely necessary is purchased. This policy enables them to avoid all confusion between the old and the new year's purchases.

They have discovered it to be unpractical to try to keep record of their sales during the stock taking period. It was tried and did not prove to be a successful means of keeping track of those sales that are made in the in-between time. When there were several customers in the store at one time, waiting to be served the clerk could not afford to take the time to mark down all things sold. When he did, it was not possible to take a record of everything, which led to a great deal of confusion. They find that any sales that are made at this time, are balanced up by the inventory of the following year.

Quick sellers are first counted. Seasonable lines and articles such as nails in the bin, screws, electric light bulbs, and fuse caps are given first attention. In this way the numerous sales that they make in these quick moving lines, do not interfere to a great extent with the stock taking.

One section of the stock at a time is counted. This avoids all danger of anything being overlooked. This might easily be the case where two or more lines are commenced at one time.

Two people work together on the stock taking. One counts the stock and calls it off to the other who enters it on the actual stock sheet and extends the value. Form-

erly, they went around counting the stock, leaving a card in each bin on which was listed the contents. These cards were then collected by another clerk who entered it on the stock sheets. When they did this, two or three weeks after the inventory had been closed, they used to find cards that had been missed. For a stock book they use a loose leaf ledger, so that there is none of it wasted.

The prices are extended on the stock sheets as the stock is counted. These prices are obtained from the trade journals and the price bulletins that give the up-to-date prices. The result is that when they have finished counting the stock, all that is necessary is to total up the sheets.

A want book is kept on hand during this period. Any stocks that should be immediately replenished are noted in this book and from it receive first attention.

Slow movers are brought from the shelves and placed on sale. When they are all sold, they are not replaced in the stock. They are sold for what they will bring, providing that price is not below the price that is charged to them. That is, if it is at all possible they try to get the cost price for the articles. They consider that it is better to take the small loss that is necessary to sell them at cost price than to incur the even greater expense of keeping them on the shelves for another year.

They have found that the only way to get an accurate report of stock on hand is to stick at the stock taking until every article has been counted or weighed. All other business, except that of making sales is neglected in the desire to have an inventory report that is complete, correct and understandable.

In somewhat a different way, Cousin's Hardware Company, 185 Danforth Avenue, deal with stock taking. They do not take record of their stock until at least the first week of February. The reason for this is that there are always some goods left over from the Christmas season. These articles are seasonable lines and there is some sale for them during January, so that they try to sell them all before they start to take stock. This avoids the need of counting stock that is strictly seasonable for the Christmas trade.

It requires about two weeks time for the clerks to go over all of the stock. As the articles are counted or weighed there is left in the bin and on the shelves a card on which is noted the quantity of the stock at that time. Any sales that there may be made of these lines during the two weeks of stock taking are deducted from the amount entered on the card. In this way they are able to enter the actual stock in to the stock book. After everything has been counted, these cards are collected and posted.

Wallace Hardware on Parliament Street, Toronto, prepare for inventory taking for some time ahead. After they have made their purchases for the Christmas trade, they buy only goods that are absolutely necessary to have. After the first of the year when they are ready to take stock, the volume of goods that they have on hand is at its lowest ebb. This makes the work much more simplified. The company from which they make their paint purchases take stock of their paint shelves. As the paint department is a feature in their store, this helps them out a great deal. The manufacturers carry out all of the work of the stock taking, and replenish the stock as they think it should be replenished.

The man with the biggest mind can make it up the most quickly.

Do You Figure Your Turnover Correctly?

Do You Know What it Costs You to Do Business—Some Practical Suggestions which will Bear Study at This Time of the Year.

By W. G. PEARCE, Field Secretary, Pennsylvania Retail Hardware Association

MANY dealers make the mistake of dividing their sales by their inventory taken at cost prices to arrive at their true turnover. This is a mistake. Turnover can only be figured by dividing the amount of yearly sales by the amount of the average inventory taken at selling prices, or divide the amount of yearly sales at cost by the amount of the inventory taken at cost prices.

You cannot arrive at your true turnover by dividing the sales by cost, or visa versa. You must reduce both to selling price or both to costs.

How to Determine Average Inventory

Example:

Inventory December 31st at selling prices....	\$14,400.00
Goods added to stock January at selling price.	7,500.00
Stock total	\$21,900.00
Sales, January	8,434.44
Estimated stock on hand February 1st, at selling price	\$13,462.00
Goods added to stock, February	9,000.00
Stock total	\$22,462.00
Sales, February	9,094.00
Estimated stock on hand March 1st, at selling price	\$13,368.00

This is repeated every month throughout the year and on December 31st, when your actual inventory is taken, add this to your total and divide by 13. This will give you your average inventory.

Divide your yearly sales by your average inventory at selling price and you will have your correct turnover.

How Turnover Increases Profits

In making up this example, we are assuming this hardware man's expense is 22 per cent, and that in marking up his goods, he has figured on a 30 per cent margin or gross profit.

Example:

Average inventory at selling prices	\$10,000.00
Sales for year	30,000.00
Divide your \$30,000.00 sales by your \$10,000.00 inventory, and it gives you three (3) turnovers.	
Sales	\$30,000.00
Gross profit or mark-up	30%
	\$9,000.00
Operating expenses for the year.....	\$6,600.00
Net profit	2,400.00
Three turnovers then gives a profit of \$2,400.00 per year.	
Now see the result of making four turnovers on this same inventory.	
Average inventory at selling price	\$10,000.00
Turnovers	4
Sales for the year	\$40,000.00
Gross profit	30%
	\$12,000.00
Operating expense or overhead for year	6,600.00
Net profit	\$5,400.00

I have asked a good many hundred Hardware dealers what they figure it costs them to do business and found their answers ranging from 8 per cent to 50 per cent. This is a great variance, as men in the same sized towns, in the same line of business, should have practically the same cost of doing business. The difference then comes in the figuring of what really makes up the cost of doing business. Here is a list of the items which enter into the cost of doing business and should be charged to your expense:

Do You Know Your Cost?

1. Interest on the net amount of your total investment—that is, money invested in stock and fixtures.
2. Rental on all real estate or buildings owned by you and used in your business at an equal rate to that which you would receive if renting or leasing to others; if you rent you will charge all rentals to expense.
3. Salaries. This expense will include all salaries paid to employees, also a salary for yourself equal to that which you would command were you in the employ of another and holding the same position. You should also treat in a like manner all members of your family who may be employed in your business.
4. Depreciation on all goods which you carry over and upon which you have to make a markdown because of change in style, damage or for any other reason. This will also include concessions in price to patrons given special quotations on large purchases. The depreciation here will be the difference between your regular retail price and the amount you receive.
5. Depreciation on fixtures, tools, delivery equipment or anything else suffering from age or wear and tear.
6. Donations and subscriptions given to churches, lodges, etc.
7. All fixed expenses, such as taxes, insurance, water, light, fuel, etc.
8. Incidental expenses, such as drayage, postage, office supplies, delivery or expense of horse and wagon, telephones, telegrams, advertising, canvassing, etc.
9. Collection expenses.
10. Losses, goods stolen, bad accounts, etc.

Your expense sheet should be divided into salaries, supplies, postage, advertising, light and heat, delivery, telephone, collections, rents, repairs, insurance, interest, donations, taxes and any other items connected with your business. If every business man would charge the items I have just mentioned and divided his expenses into such classifications, he then would be in a position to know the exact cost of doing business. The itemized expense sheet is very important, as the cost of doing business will sooner or later reflect seriously on your profit and loss statement at the end of the year. You cannot intelligently mark your goods without knowing the exact cost of doing business.

Headaches may be acquired by overeating, but not often by overthinking.

Cash, Quality and Service is Store Motto

Toronto Hardware Store Founded on the Three Principles is Meeting with Big Success—
Bargain Sales and Credit Customers are Not Encouraged—
Attractive Methods of Displays.

Written for "Hardware" D. G. McINNIS

THE opening of the Cousins Hardware Co. store at 185 Danforth Avenue last year marked a new development in Toronto Hardware trade. Although not used to a great extent in hardware stores, strictly cash business is certainly paying in other lines. None can deny the success of the cash groceries. It is Cousins' contention that a hardware store can also be operated successfully on this basis and in their early successes are proving their contention.

Although he appreciates that the cash business has lost many customers, Mr. Cousins fully believes that he is farther ahead than if he had obtained the business of these undesirable, who shop on credit. On the cash basis goods are only exchanged for the actual money; whereas on credit the dealer must wait a month, six months, or sometimes forever for his money. Meanwhile, the dealer has to pay the jobber, the manufacturer or the agent with whom he deals, in ten or thirty days after having received the goods. His money then, remains tied up until the customer feels inclined to pay. They may not send out as great a volume of goods, but they do know the state of their business at all times without having to depend on numerous rather doubtful credit accounts.

In their district of the city, which is a comparatively new one, there are numerous houses being built all of the time. Consequently there is a big demand by contractors for credit on building materials and hardware. In many years hardware experience they found that this is the most unsatisfactory credit that can be given. It is not because of the legitimate builders who know what they are doing and start out with enough capital. It is because of the amateur builders who start out to erect a string of buildings without having enough capital or having promise of enough to finish them up. It is not until he runs short of money that he goes out to try to obtain a loan. If he fails to get a loan the dealers from whom he has got credit are the ones who suffer. Although the dealer may obtain a lien on the partly finished building, it will probably be a long time until he obtains his money. In fact, Cousins Co. have liens on work of this kind in the United States that they have held for years and expect to hold for a long time yet, as they cannot obtain their money until the property is sold. Such a case as this is recalled to mind of a builder in one of the suburbs of Toronto who started to build a string of six houses. He only completed the basements and part of the frames of the houses when he went bankrupt. The dealers were the sufferers; and, as the building had been put up too close together for the suburbs, where the land is cheap, a buyer was not readily obtained. It was not until several years after when the dealers who had let the builders have the materials were able to get the money out of it.

It is trade such as this that the cash business eliminates, having enough capital or having promise of enough to contractors business, but it is better to give no credit at all than to have to stand the risk of losing the ten or fifteen per cent. of the business done.

Cash business also eliminates the bargain hunters. There is a class of people who do not buy unless an article shows

that it has been marked down from three dollars to two ninety-eight or something of that type. It does not seem to matter whether the article is of an inferior quality or not, but simply that on the face of it they seem to be making a saving. Cousins' business is being built up almost entirely with the middle and better class which looks for quality in the goods that they buy and are able and willing to pay cash for it.

One basis of the advantages claimed for the credit business is that it is a means of keeping customers, but Cousins Co. claim that they are getting custom from people who have been dealing with hardwaremen who do give credit. They know this because many of their new customers mention other stores in relation to goods that they have obtained there or prices. The irony of this is that these people probably owe money to the stores that do give credit and yet they go to the other store and pay cash for what they buy. In Detroit, Mr. Cousins, saw actual instances of this. He gave credit in his businesses there and several times has seen people who owed him money for goods or for services, purchasing goods in rival stores. There is a tendency, even when a person is honest in other respects, to be somewhat backward about paying for an article that they have been using for some time and have probably worn out. Then again when they know that they can get articles on credit they are very liable to buy more than they can conveniently pay for and it is often quite impossible for them to settle up their bills.

Stand Behind Everything Sold

To back up their policy of cash trade with the better class of people they carry the best line of goods. This enables them to give a positive guarantee with everything that leaves their store. This guarantee is comparatively safe as far as they are concerned, because of the quality of the goods that are sold. During the time that they have been in business in Toronto they have not had to replace over six articles. This guarantee is not an ordinary one, because it covers dissatisfaction arising from either defective goods or from dislike of the particular article after it has been used. If a man buys a tin of paint and has used it all, if he does not like it, he can return the empty can and get either his money back or a tin of a different shade of paint. It can be imagined that this kind of business is building up a business of satisfied customers.

They do not have special sales in any of the hardware lines that they carry. The reason for this is obvious. They advertise that they sell only quality lines and they believe that when a real price reduction is made it is generally at the expense of the quality of the goods. As they are building up their business with the class of people who are not bargain sale followers this policy of reducing the quality to suit the price would be inadvisable. Another drawback to sales, in their estimation, is that, in most cases, there is not profit made. For an example the dealer may plan a sale on enamel ware kitchen utensils. He buys in a general line of utensils to add to the few broken lines that he may have in stock and wishes to get

rid of in a sale. He obtains these special goods at a low figure and puts them up at a price not much in advance of the price at which he buys them. To obtain a reasonable profit on the whole sale he must dispose of the entire stock. He does sell, very rapidly, the goods that are in the most demand, but there remain in stock the utensils that sell slowly. These that are left remain on his tables or shelves for an indefinite period eating up in overhead expenses his fast diminishing profit, and it is probably not until they are offered at a loss that they are finally all sold.

Another great disadvantage as far as this particular store is concerned is that sale goods cannot be guaranteed. They are not first quality goods and cannot be replaced for customers, nor are they good enough quality to make it safe for the dealer to give them a money-back guarantee. In the case of paint this is particularly true. A customer may obtain a quantity of sale paint, but not enough for the job that he has in view. The chances are that when he tries to get more of the shade that he got first, he finds that it has been all sold. Being a sale line, it is hard to get the same shade as many are discontinued lines. It may have been the customer's fault for not having got the correct amount in the first place, but he is going to lay the blame at the feet of the dealer and do his buying somewhere else.

On the other hand, Mr. Cousins believes that in some sections of the city sales must be held to get the trade. There are many people who follow the bargain sales exclusively and unless an article is marked down a few cents, even though the higher price that is quoted may be a fictitious one, they will not buy. This susceptibility for reduced prices is unfortunate because unscrupulous merchants often take advantage of it at the expense of people who can ill afford to waste.

Last but by no means least is service. Under this head we can include the direct service in delivery and in repair work and the service in carrying as far as possible every article which a customer may ask for in a hardware store.

Immediate deliveries are made to their customers by means of a small motor truck. This enables customers to buy by telephone and to have their goods delivered C.O.D. in a few minutes time.

A complete line of hardware articles is kept in stock all of the time. They keep this perfect with conservative buying. Only small quantities are bought at a time and they are in this manner able to keep every size of all household articles in stock without tying up a big capital. They do not believe in making any unusual preparations for each coming season just because the last one may have been a very good one. If a certain article gets low in stock, they are able to replenish it in the space of a few hours from the down town wholesalers and manufacturers. This year for an example, there was a very backward spring and there was not a big demand for seasonable spring articles. Winter practically jumped right into summer and unless they had bought conservatively they would have been overloaded with spring goods.

Repair Department Profitable

On the premises they do soldering, fit keys, make stove and furnace pipe to order, and do all kinds of repair work of this type. They do not send men on outside jobs. In Detroit they were so troubled with dishonest workmen who gave false time reports and did slow work, etc., that, to protect their customers, they do no work of this type outside of their own store.

To advertise their store and goods they depend on a small card which they have distributed in their district three or four times a year. These cards, which reach as many as thirty thousand homes, they have found to be very satisfactory. It is somewhat smaller than a post card on which

is printed their name and address, the Danforth district slogan, their guarantee; a list of goods which are seasonable at the time that the card is sent out; and a list of the repairs and services that they offer. They are printed on good card board in an attractive manner and are, more than likely, kept for reference in the homes that they reach.

Well Displayed Goods Are Half Sold

The showroom is large, well-lighted, and well laid out for display purposes. The entrance is wide with long display windows down each side to the entrance doors. Inside, the showroom is arranged with the idea of showing goods off to their best advantage. Down the length of the store are show cases, counters and the cash register, etc. Nearest the door they have two glass cases in which are displayed silverware and sporting goods. Along the right wall are; first, carpenter's tools, displayed in a glass case long rows of drawers of builders hardware; and at the lower end shelves with nails and paint. Along the left side on the wall on the shelves they have kitchen utensils and paint. Out from the left wall, far enough from it for room to walk, on several small tables they display smaller articles such as hardware specialties. Over the tables the whole length of the show room they have built a frame work of tubing attached to the floor and to the left wall for support. On this railing are displayed bird cages, scooters, etc. Brushes are shown on two easel-like charts on the floor at the back of the room. Washing machines, vacuum cleaners, children's wagons, etc., are displayed on raised platforms down the centre of the room. Nails are kept in a revolving metal nail bin, which is a series of four tiers of bins one above the other on a frame. Each tier is fastened to the frame separately so that each can be revolved without turning the whole number of bins. There are five bins to a tier and each small bin will hold a keg of nails so that twenty kegs of nails can be stored in open view without taking up a great deal of room. The nail bin is only four feet in diameter and can be fastened to any show room floor. This enables their customers to see in a moment the kind of nails that are most suited to their purpose.

There are many methods for the successful merchandising of hardware. There can be no doubt that Cousins Hardware Co., have made a success of the method that they have been using for their first year of business.

THE MERCHANT'S DAILY INFORMATION

Here are fifteen points a merchant should know every day.

- Total cash sales.
- Total charge sales.
- Total money received on account.
- Total outstanding accounts.
- Total money paid out.
- Total sales—both cash and charge.
- Total business done by each clerk.
- Number of sales made by each clerk.
- Number of sales made by the store.
- Total money received from all sources.
- Check on all deliveries.

That a correct record of each transaction has been enforced.

Who is responsible in case of error.

That the store system employed protects merchants, clerks and customers.

That the foundation of the store system is a good one, that it is not subject to the weaknesses of the human element nor upset by the absence of employees.

Your Store May Not Burn Down But—

Are You Equipped with Fire Extinguishers—Is Your Electrical Wiring Safe and are you taking Reasonable Precautions—Inspect Your Premises and be Properly Insured.

Written for "Hardware" by A. G. KEENEY

SEVERAL thousands of prosperous merchants will lose their stores this winter through fires, the vast majority of which might be prevented by a little foresight.

Of course, your store is not going to burn, but what have you done to prepare for the season when fires are most likely to break out?

Statistics show that fires are particularly prevalent during the winter months, when stoves, furnaces and grates are going full blast. Sparks are being blown through the air, dropping into piles of rubbish and smouldering unnoticed until they have gained a foothold. Wintry winds are going to help those sparks become a menace to your store.

Carelessness will be primarily responsible for many hundreds of costly fires in stores this winter. A pile of paper or other rubbish left too near a hot stove will blaze up suddenly. A minute later the flames will be licking through the store at a terrifying rate, and an hour later the owner of the store may be wondering just what the insurance company is going to do about it all.

Perhaps your building is fireproof. That is all right, so far as it goes—but is your stock of goods fireproof?

Examine Your Extinguishers

How many fire extinguishers are available in your store in event a blaze is discovered?

In the absence of other experts, why not ask a fire department official to examine your store and ascertain just how many fire extinguishers you need in order to be well protected against fire?

Such an inspection will cost you nothing and may save you many hundreds of dollars.

If you know that you have a sufficient number of extinguishers in your store, why not examine them and determine whether or not they are in good working order?

Many fire extinguishers contain chemicals that lose their efficacy after a certain length of time. The contents need replenishing at certain intervals. Ask somebody who knows precisely how often those extinguishers of yours need refilling. Test them now and assure yourself that they will not prove useless in event they are needed suddenly and urgently.

How many of your employees know where these extinguishers are kept?

Are the extinguishers in convenient places, or would it be necessary to search under the showcases or in dark corners in event they should be needed?

A well-lighted, convenient place should be provided for every fire extinguisher in the store, and every employee should know *exactly* where every extinguisher is. "Fire drill" occasionally will enable every employee to learn how to use an extinguisher, and the knowledge may save your store.

Clean Up All Rubbish

Perhaps your store is entirely free from little accumulations of trash that might be ignited by a cigarette stub or a spark from a stove or grate. But are the stores on either side of yours as careful about preventing rubbish from

accumulating about the back door? A brief conference with these merchants may prevent the entire block from being wiped out by fire later.

Fires are easily started. Receptacles for cigar and cigarette stubs prevent many fires. Keeping the premises free from inflammable refuse will greatly diminish the possibility of fires, and only a few minutes daily will accomplish this precaution. A box at the rear of the store in which trash is dumped during the day is a firetrap. A customer may carelessly drop a cigar into the trash. A metal box is preferable, of course, but there are many ways of getting rid of trash that are far superior.

Electrical Wiring

Many fires start from defective wiring. By having your wiring inspected by a competent man you may forestall a costly blaze.

The insulation covering wires in the ceiling may have been damaged, possibly by rats gnawing it, and a fire may easily be started if something comes in contact with the wires at these exposed points.

A nail may have come in contact with a wire loosened from its moorings. This is another common cause of fire.

It is advisable to have electrical wiring inspected at intervals to prevent the likelihood of fires from sources like these.

Repairs to Your Building

Possibly repairs to your building have been made recently. If so, are those repairs going to conflict with any clause in your insurance policy? It would be well worthwhile to check up on that last repair job and find out whether any alterations were made that will materially affect the conditions under which you will receive the amount of your policy in event you lose your business by fire.

There is another angle, too. If a new furnace, chimney or stove has been installed in the building, it might be very much worthwhile to find out right now whether the job was done properly. If woodwork is too near the fire, that defect should be remedied immediately. When the roof was last repaired, the carpenters may have failed to take necessary precautions to see that woodwork near a flue could not be ignited. Constant heating last winter may have dried out a timber that will be easily set on fire this winter when a hot fire gets going in your stove or furnace.

Danger at Christmas

During the holiday season fires are most frequent, as is to be expected. Flimsy, easily ignited decorations about a store catch fire in some mysterious way and serious damage occurs. Electric lights should never be in close proximity to decorations that are inflammable, and when stores are decorated for the Christmas holidays extreme caution should be used. A little thoughtlessness at this season of the year may prove disastrous. Candles should not be lighted, except when they are indispensable or are placed where it is impossible for them to come in contact with easily ignited objects.

Insurance Policies

Having taken all these precautions, you should not have a fire. But, as statistics of all fire departments show, fires sometimes occur as a result of incendiarism. It is pertinent, then, to think about fire insurance.

Perhaps you are adequately insured against fire damage. Inspection of your insurance policy will enable you to determine that.

Every merchant should know exactly what his insurance policy has to say about collecting damages from fires.

The merchant has certain obligations to the insurance company that must be discharged before he can hope to collect his insurance in event of fire.

Perhaps some forbidden substance, gasoline, maybe, is stored away in the building, unknown to you. If it causes a fire, you may not collect your insurance. It pays to inspect your building for things which your policy says shall not be permitted.

Payment of premiums promptly is not all that is required of policy holders by the companies issuing the policies.

Merchants who do not wish to collect fire insurance this winter are making inspections now to prevent such necessity. Time spent in adopting measures to prevent fires is time well spent.

KEEP CAREFUL RECORD OF STOCK

Goods well-bought are half sold, but goods purchased when not needed are a tremendous load. Go to the market, but before going, make a careful survey of goods on hand. Check up your warehouse and move dead stocks that lay there. Don't rush into the market and buy three or four times more than you need, with the idea that you will only get part of it. Buying more than you need upsets the market and affects prices. When you have bought, don't cancel. Being known as a man of your word is a valuable asset, particularly in your dealings with the factories. Do your buying on a budget basis and lay out exactly what you need. If you want prices steady and shipments prompt, use care in buying. Do not buy more than you can pay for according to the terms agreed upon.

What to Include in Figuring Overhead

Few dealers have a correct idea of overhead charges that should be added to factory cost, and in figuring profits, often disregard this, the most important thing. Overhead includes interest on investment, rent (if you own your building figure interest on your equity, as well as interest paid by you on mortgages), taxes, insurance, delivery, light, heat, salaries, advertising and depreciation. In fact, any expense that goes on, whether any business is being done or not. When this is figured, reduce it to a percentage basis and add it to the merchandise cost before fixing your selling price. Don't fool yourself into believing that you can do business without a profit, and don't be afraid to lose a customer.

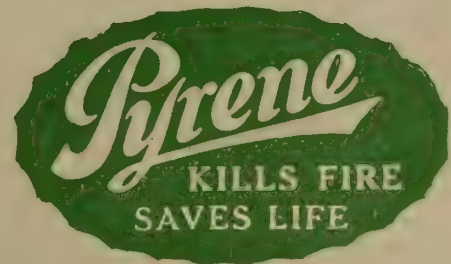
WHEN IS A KNOTHOLE?

"Saw Salesman" wants to know when is a knot whole, anyway.

A knot hole is not a knot, neither is it a whole knot, but it is more like a knot that is not whole, or a knot that is not there anymore, but was there once; if a knot is not wholly whole, it is not a knot.

THE MERCHANT in his daily practice GUIDES the tendencies of HIS CUSTOMERS

If your store is
Visibly Fire Protected
it will make
your customers think
and make money
for you
by helping you sell
Fire Protection
Devices



PYRENE MANUFACTURING COMPANY
OF CANADA—LIMITED
1197 KING ST. WEST, TORONTO

Hardware Lines are 'Gifts of Utility'

Do Something to Attract the Children—Cutlery and Silverware are Popular Presents.

CUTLERY A HOLIDAY LINE

Pocket cutlery and scissors and shears in individual boxes, plain or holly trimmed, are more attractive to the buyer and to the recipient of the gift than the same article wrapped in paper would be even though the cost of the container is added. Cutlery for presents should be without price marks on the blades and finish that disfigure the article and depreciate its value as a gift. Many merchants believe that indelible marks on cutlery are necessary but the gift buyer is not interested in this feature and wants perfect goods for his money.

In selling holiday cutlery and in fact at all times the merchant should guard carefully his own interests in the matter of the guarantee he places on his wares.

By giving an unconditional warrant he invites only trouble and dissatisfaction. When the article is sold it is in first class condition and the extent of his warrant should be that if it proves imperfect in workmanship or should show a flaw, that he will gladly replace it. This is the guarantee that the manufacturer gives to him and he should never attempt to enlarge on it.

Any departure from this policy is bound to cut into his profits and be harmful to future sales. The "bring back" unconditional warranty has done more to spoil customers than any other one thing. Price cutters may come and go and their cost or less than cost prices will be forgotten but the customer who has had a taste of a new knife for an old one never forgets.

SILVERWARE FOR CHRISTMAS

A window in a Western Ontario store last month featured Oneida Community flatware exclusively. A small chest of knives, forks and spoons was shown at the back of the display and this was flanked on one side by one of the company's attractive posters, and on the other by a card which emphasizes the value of silver as a gift. In the foreground are shown a number of individual pieces such as berry spoons, butter knives, gravy ladles and cold meat forks, each reposing in an individual box.

There is a saying that goods well displayed are half sold, and this is particularly true in the case of silverware. In fact silverware well displayed may be said to be three-quarters sold. Display it properly, advertise it the way it should be advertised and the sales will take care of themselves. Silverware makes the ideal gift, and if properly handled will prove one of your most profitable lines for Yuletide.

CATER TO THE KIDS

Christmas is primarily a children's holiday, so all Christmas campaign plans must center on the kiddies. Why not start with a Christmas opening, to which children are especially invited? Give each child who comes a small souvenir gift. Have them fill in cards, giving their name, the names of their parents, their address, and one or two articles desired as Christmas gifts. These cards can then be filed, and follow-up letters sent to the parents.

Children should also be aided in selecting proper gifts for the rest of the family, even though it takes time and the resulting sales are small. You cannot make it a hardware Christmas unless you cater to the children.

HELPING CUSTOMERS TO BUY

Be sure that your windows reflect the Christmas spirit. Everything in your windows should be a possible Christmas gift.

Tell where the gift value lies in each article.

Use well-lettered, easy-to-read price cards and posters.

Keep windows well lighted and clean, inside and outside. Change displays as often as possible—at least once a week.

Tie up your window displays with your advertising.

Inside Your Store

Decorate with greens, holly, tinsel, etc., to give a festive Christmas atmosphere.

Display as much gift merchandise as possible, but—Don't crowd showcases or aisles.

Move regular non-Christmas stock to the less accessible parts of the store.

Arrange cheaper goods and novelties so they will sell themselves.

Don't allow stock to remain in disorder any longer than necessary.

Mark prices plainly. It makes goods move fast.

Place fast-selling goods in the rear of the store, so customers in passing through will see your entire stock.

Make an extra effort to give customers quicker and better service.

Ventilate carefully. Fresh air keeps customers in a buying mood and helps the salespeople.

Impress upon salespeople the importance of thorough knowledge of stock, especially of the Christmas goods.

Do something special for your salespeople, so that they will reflect the Christmas spirit.

Advertise.



Cartoon reproduced from Hardware Retailer. Get under the Hardware Dealer's Umbrella with gifts of utility for Father, Mother, Boy and Girl.

Stainless Table Cutlery

THIS new steel, that "neither rusts, stains nor tarnishes," is not the result of any accident. Rather it represents the successful efforts of the metallurgist to produce a metal to meet certain specification. RUST and STAIN have always been with us, so much so, we have taken them for granted. Your steel knives no longer need to be disfigured with unsightly stains nor do you need to resort to the only other expedient, the plated blade. Stainless remains attractive and at the same time retains its keen cutting edge.



In addition to the usual dinner and steak knives, "stainless" blades come in all the better known patterns of solid and plated silverware.

We carry in stock a full line of ONEIDA COMMUNITY, ROGERS BROS. 1847 and all the Best Sheffield Makes.

Our No. 52 Catalogue of Seasonable Specialties will aid you in your buying — Gladly sent on request.

The Hobbs Hardware Co. Limited

London

:::

Ontario

Heating and Metal Working

STOCKTAKING STOVE SALES

STOCK-TAKING is as necessary in the stove department as in any other branch of the hardware store. The stove inventory is not, however, a difficult one to take; and if taken after Christmas, it affords the excuse for a stock-taking sale in which stoves can be featured very effectively. Indeed, a pre-inventory sale is not out of place. It will not interfere appreciably with stock-taking, for the merchant can in most instances take stock almost at a glance. There is no dead stock; he is a poor merchant indeed who allows a range or heater to remain in stock until it is out of date.

Numerous instances are reported where hardware dealers have secured good results by offering special inducements. Price is, of course, a feature that will always appeal; and the fact, skilfully emphasized, that these special prices are for the month of January only, will guard the merchant against "comebacks" when the regular stove season recurs he sells at normal prices. Results just as good can, in many cases, be secured, by varying the inducements so that, at least nominally, the price is maintained. Under this plan "combinations" are featured in the January stove sale. Thus, each stove purchaser will receive a carving knife, or some other article of hardware of sufficient value to serve as an inducement. It is almost always possible to secure the necessary premiums by going over the stock and selecting articles which, while still good, have been in stock for some time and which, normally, the merchants at this time of the year would have to offer at a sacrifice in order to move them.

In a good many cases dealers, even at the height of the holiday season, do not allow their stoves to drop entirely out of sight. Occasionally a stove or range has been purchased for gift purposes at the Christmas season itself. They have been advertised along with the regular Christmas lines, and clerks have suggested them where comparatively expensive gifts were desired. Where this has been done, the mind of the prospective customer is in some measure prepared for the stove sale which almost immediately follows the holiday season. It will in any event be easier to awaken public interest than where the stoves have been allowed to drop entirely out of sight.

TO CLEAN SOOT FROM FURNACE

The accumulations of soot which frequently clog the flues of warm air furnaces and boilers and start fires may be taken care of in this manner.

The fire is put into good condition with a substantial body of hot fuel. Common salt, thoroughly dried is then thrown or sprinkled onto the incandescent fuel bed in a quantity depending entirely on the size of the furnace. In the case of a house heating furnace one pound at a time is ample, four or five scoops full may be required. The dampers are kept open so as to maintain the furnace temperature.

Immediately upon charging the salt the furnace becomes filled with dense white fumes which may require as much as half an hour to entirely disappear. If results are not

secured on the first application, it should be repeated as many times as necessary.

Once the heating surface is thoroughly cleaned a small application every few days is usually sufficient to keep it so.

Everyone using soft coal is urged to use this remarkably simple and cheap process of getting rid of the soot, cleaning and heating surfaces of boilers, thus saving large amounts of coal, preventing fires from chimneys and generally conserving all along the line of heating and the production of power.

WASHING MACHINES FOR CHRISTMAS

By A. H. VAN VORIS

The other day one of our former customers came into the store to buy five cow stanchions and a roll of sheathing paper. After filling his order, I said: "Well, Alden, how about Xmas for your wife and the kids? What are you thinking of getting them this year?" "Too early for that, and I reckon the missus can pick out what she wants better'n I can, anyhow," he replied.

Such extreme enthusiasm on his part wasn't going to make any sales for us, so I came back at him like this: "You're right, Alden, about her knowing what she wants, but it isn't a day too early to think about that Xmas gift, and I want to ask you one question: Do you think your wife would turn you out if you bought her a washing machine, instead of her continuing to use that wash tub and board (for I recalled the purchase of a glass wash board a few weeks ago)?" His answer was: "No, I guess not," and without going into the details of the sale, before he left, he had one of our — washing machines and a brandnew ball-bearing wringer on the back of his milk truck; he said he was going to hide the outfit in the barn until Xmas. The idea is simply this: Alden had the money; he was planning indefinitely on some sensible present for his wife and he only needed the stimulus of suggestion, followed up by common sense explanation of practical use. He went home feeling that he had bought his wife something worth while—something to lighten her house work once every week for years to come.

DISPLAY RACK MAKES SALES

The Bluegrass Hardware Co., has a display rack that is not only original but practical.

The rack is in the shape of an inverted "V" and is about six feet long and five feet high. There are five shelves on each side and on each end, with one shelf on top. The shelves are set at an angle of 45 degrees and are divided into compartments about eight inches wide.

A unique feature about the rack is that the bottoms of all compartments are made of one-fourth inch mesh galvanized screen. In this way cleanliness is preserved much longer than it would be ordinarily and the merchandise shows up that much better.

All sorts of merchandise is displayed and sold from this rack, and each compartment has a place to insert a price card. The store finds it a regular salesman, as it is on the job all the time, and the merchandise is changed frequently.



Christmas and New Year Greetings To The Hardware Trade



*TO OUR old friends, loyal and true ;
to our valued new friends ; and to those
whose friendship we strive to deserve ;
we heartily wish unmeasured happiness and
good fortune throughout the coming years.*



*With grateful appreciation for all the
favors received by us from you, and for that
priceless though intangible asset, your good-
will, which we prize beyond measure, we
seek to merit your continued confidence,
and aim to serve you helpfully in the future.*



Beach Foundry Limited

Head Office: OTTAWA, CANADA

Branches in WINNIPEG and VANCOUVER

*"When Better Stoves are built,
Beach will build them".*

Gifts of Utility Lighten Household Labor

The Hardware Store Contains Many Useful Gifts which can be Featured with Good Results at Christmas Time.

A SK mother what she wants for Christmas.—She'll never tell. This paragon of unselfishness at this season of the year is not thinking of herself but of her family.

Hasn't she Johnnie, Willie and Janie to look after and to buy for, not to mention Dad and then her numerous relatives and friends, and when finally she gets around to herself her money has been spent and anyway she is too busy to decide now.—She'll wait until later.

This is a story that is ever true—a mother's life is made up of giving, not receiving. She sees it her duty for three hundred and sixty-four days to look after the exacting requirements of her family and it is only natural that at this most important season she does not change, she makes it a full year of unselfishness.

Thanks though to the good offices of the hardware merchant the day when mothers come in at the tag end of the Christmas procession is gone forever. They themselves have not and in all probability will not ever change, but times and men have and the problem of getting a suitable present is in this age, really play. Mother does not care for the jim cracks of the passing mode or the flapper clothes that are so attractive to the younger of her sex.

Most of her time is taken up with the cares of the household and anything that will assist her in making these duties less boresome will touch a responsive chord in her heart on Christmas morning.

Electricity Household Helper

Electricity is probably the one agent that had done more to bring joy to mother's lot on this day than has any other. This concentrated, invisible energy always on duty, can through the use of modern appliances be commanded to shoulder the greater part of the nerve-straining and muscle exhausting tediousness of the work about the household and as the hardware store is the distribution depot for these conveniences it follows naturally that the public should turn there when presents for mother are being considered.

Each and every one of these innumerable time and labor-saving devices useful in every department of the home and every day of the year carries with it Christmas joy that will maintain through the years until the device is worn out. Every live dealer knows this and has prepared his stock to take care of the demands of his trade. His problem then is to get his message to the public—to the sons and daughters who want to help mother by surprising her with some useful convenience that will lighten her work.

What to Suggest

Maybe it is a washing machine or an ironer, an electric iron, a new range or stove, a carpet sweeper, a vacuum cleaner, an electric egg beater or cream whipper—there are countless items of this sort, that make the most appreciative present possible, that the hardware dealer sells and that the public would buy if they were reminded.

Young men who are earning their own living may find that the cost of a washing machine or a vacuum cleaner is too great an investment for them but they might pool their contributions with other members of the family and

obtain a worth-while utility rather than a variety of personal items from each individual. It will take of course a little more effort to make sales of this kind than in ordinary cases, but the results are worth the attempt.

Several years ago a man searched high and low for a suitable present for his better half. He took other members of the family into his confidence but got nowhere—finally on Christmas Eve, in a last desperate effort he dropped into the neighborhood hardware and took home a sewing machine motor.

Its cost was approximately \$20, and it would not be parted with today for five times that amount could it not be replaced. As a present it was a ten-strike and remembrance of that Christmas comes every time the motor is used. Jewelry and more costly knickknacks may come and go but the whirl of that motor is constant reminder of leg aches saved since it came on the job.

In those towns where electricity is not available the hardware store is supplied with a large number of similar conveniences that are real labor savers and a long step ahead of hand methods. Carpet sweepers, suction vacuum cleaners, hand or water power washing machines, etc., are all found very useful and can be highly recommended as practical gifts.

"Father" Likes Hardware

The one place in the world the practical man about the home would enjoy being turned loose in is the hardware store. There will be found the things he needs most in his patch up and repair work about the house.

This gives the hardware dealer another sales opportunity. By emphasizing the many useful articles for father and the boys that may be had in his establishment he will divert the shopper's attention from the haberdashers and department store, and in addition to favoring the head of the house by seeing that the presents intended for him are both practical and serviceable he will give him a relief from the usual barrage of Christmas shirts and neck-ties.

Tools of all kinds and descriptions from complete kits and chests to single items are always useful and well received.

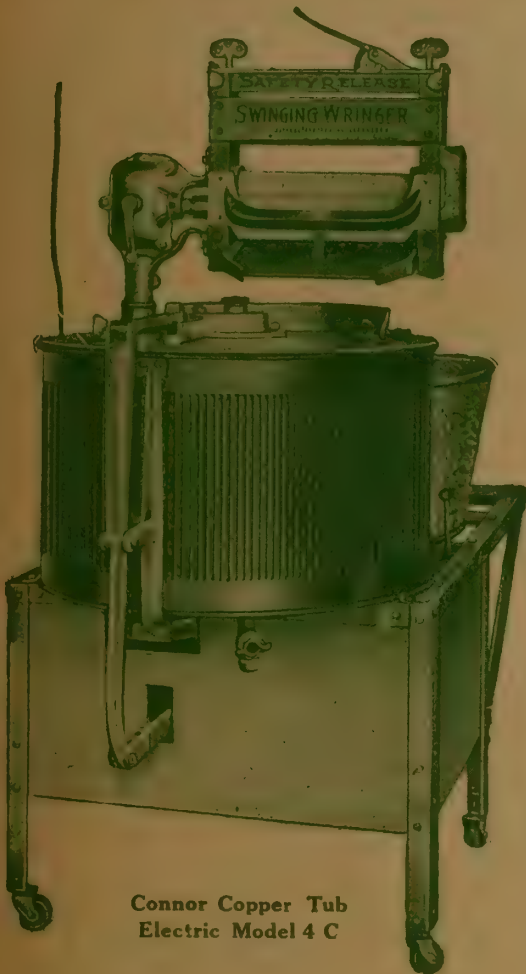
The hardware merchant who is up on his toes as merchandiser and salesman will make the most of the opportunity presented by the holidays to make his establishment the shopping center for useful gifts.

ELECTRIC WASHER MEANS FREEDOM

The Citizens Electric Company, Battle Creek, Mich., arranged a very unusual electric washer display. The background was executed entirely in beaver board, painted in grey to resemble a prison wall. In the middle of the "wall" a door was constructed with gratings, rivets, etc., to serve as a cell. Inside the cell were two cardboard cut-outs of convicts in stripes. The cell door bore the superstitious number "13." Down in front two electrical washers, also in gray, were placed backed up by the following appropriately worded card:

"All we ask is a fair trial."

CONNOR WASHING MACHINES



Connor Copper Tub
Electric Model 4 C

Make 1924 your best year by pushing the sale of Connor Washing Machines. Let us tell you how you can make a minimum of 40% profit.

Connor Washing Machines bring you more sales, greater net profits, with less selling and service expense.

We extend to all, best wishes for a Very Merry Christmas and a Happy and Prosperous New Year.

Catalog of our complete line of electric, water, and hand power washing machines mailed on request.

J. H. CONNOR & SON
LIMITED

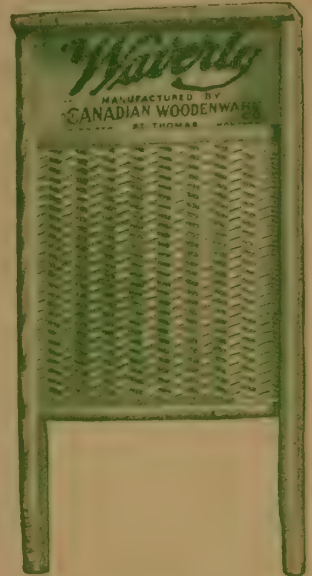
OTTAWA ONTARIO
311 Chambers St., Winnipeg, Manitoba

Merry Christmas

TO our many customers during 1923 we extend the compliments of the season.

We look forward to the NEW YEAR with confidence of your continued GOOD WILL and PATRONAGE.

We Excel Because
We Specialize.



The Canadian Woodenware Co.
WINNIPEG ST. THOMAS MONTREAL

Branch of Supply
Robinson & Webber Ltd., 57 Victoria St., Winnipeg



If you are not handling the Maxwell line you are missing a continual source of profit.

A hand washer with high speed balance wheel and ball bearings which ensure smooth and gentle running. Capable of washing any weight or texture of fabric.

MAXWELLS LIMITED
St. Marys, Ontario

Paint and Varnish Trades

Fixtures Aid in Store Arrangement

Modern Equipment Solves Problem of Increasing Effectiveness of Displays in New Store of Freek Hardware.

FREEK Hardware have moved from their old premises at 655 Yonge Street, Toronto, to a new store a few doors south, 645 Yonge Street. Although the new store has not as much floor space as the old one, it is planned in such a manner as to permit much more display space. By use of wall cases, shelves and floor show cases they have distributed their merchandise in such manner that they are able to display more goods and yet have more space in the sales room, in which to move around.

On the wall near the entrance to the sales room three boards are nailed horizontally a few feet apart. To these boards, brackets are attached. The two boards nearest the floor are used to hold mops, brooms and similar articles with long handles. The highest board holds brushes. This scheme is a good one in several respects. Articles with long handles are so often in the way. They fall over easily, obstruct passage and obstruct other articles from view. With this method they are in plain view of anyone who may enter the store and are out of the way, because they lie flat against the wall. Hair brushes, small brushes and mops are difficult to display at any time and it generally requires a good show case to do it. However, in having them in the wall, fairly high up where they cannot be knocked down, a minimum of space is utilized.

The paint shelves are eighteen feet long and reach from floor to ceiling. Lower shelves, reach about two or three feet from the floor, deeper than the others are used for tints and powders in package form. The shelves vary in height. Some shelves are for gallon tins, quarts, pints and half pints, respectively. Half way up the wall the shelves for varnishes commence. They are made similarly to the paint shelves. Next to the paint shelves are those for kitchen ware. Aluminum ware is well displayed at the rear of the show room, on shelves some distance up from the floor. It is the first thing that a customer would notice as she enters, which fact should promote the sale of this merchandise.

On the opposite wall near the front of the store they have a long row of wall drawers. These run to the centre where there is a glass show case, used for displaying carpenters tools.

On the same wall are shelves for white, blue and grey enamelware, and at one section where there is a chimney built, they use narrow shelves for screws.

At the rear of the store is a wall case used for bolts, a glass cutting table and glass stock, oil tanks, garbage cans, coal buckets, etc., are hung from the rafters in this rear section of the store.

The shelves are painted white with the edge painted red.

Cutlery, silverware, electrical equipment and clocks are shown in a silent salesman.

All this goes to show what can be done in a small store. Freeks, with smaller space have made a more attractive and roomier store than they had previously with larger floor space. Goods are in plain view of customers, and

with the use of good, well thought out ideas they require less space. It is an important item and hardwaremen with small stores should consider their show rooms from this angle. It is not how many different lines that are on display, but how they are displayed that counts.

TO INCREASE DECEMBER SALES

Here's a form letter suggested by the American Paint and Oil dealer to send to housewives, to reach them while they are making the home spic and span for the holidays:

Dear Madam:

How are your floors?

There is a medicine for every trouble your floors may have. There are cures for scratches, holes, spots, stains, cracks, everything that spoils the appearance of a floor—the kitchen floor or the parlor floor.

If you don't know what to do to improve your floor, why not ask us? We are floor experts.

It may be that for years you have been annoyed by some unseemly spot or stain on the floor, or some other imperfection, not realizing that there is a way to get rid of it.

We have stains that produce a beautiful serviceable surface.

We have varnish that will not scratch or turn white.

We have special filler for cracks, holes, etc.

We have wax and cleaners for polished floors.

We can tell you how to make a good-looking floor out of almost any kind of a surface.

If you can't come to the store or telephone, it may be you live where we could come and see your floor. If not, write a letter and we will give you full information about what to use, how to use it, and what it will cost you. No charge for the information, and you are placed under no obligation to buy anything.

Yours truly,

(Your signature.)

USEFUL STAND FOR PAINT DISPLAY

Among the many kinds of display equipment useful in a small show room is a special stand for paint and similar articles. Wallace Hardware, Toronto, use one of this type to very good advantage. It is a steel framework about four feet high and about the same in width, built on a very secure base two feet wide. The face of the framework is erected at an angle; the bottom is connected to one side of the base and the top to supports that are erected from the opposite side of the base. In the steel supports of the face of the equipment there are cut, at regular intervals, slots about three inches long in which there are several small catches. These slots with the catches are the supports for the shelves. Having several catches to each slot makes it possible to adjust the distance between the shelves to suit the height of the article on display. The angle of the front of the stand permits each shelf to stand out in plain view. This equipment is particularly suited for paint displays. The smallest tins may be arranged on the top shelf, the next size on the second shelf and so on, down the other shelves.



Meakins

wishes Friends and Customers
A Merry Christmas

Seventy-one years ago the founders of this firm wished their friends and customers a Merry Christmas.

Today that old time greeting is as fresh and as warm as then. ¶ And it ever will be while there lives in the hearts of our people a single spark of kindly human sentiment. ¶ And we wish you a happy, prosperous New Year.

*Meakins Cocoa Door Mats are good sellers right now. Are you well stocked?
We can make immediate shipment.*

Meakins & Sons Limited
HAMILTON - ONTARIO

Branches at:

Montreal

Winnipeg

London

Toronto

Vancouver

Liverpool, Eng.

A Sale to St. Nicholas

'Twas the week before Christmas, when all through the store

Not an item was selling, and what even was more
Our friend Paint Dealer Brush, sat and dreamed in his chair,

And wondered why business was up in the air.

His sales throughout the spring, summer and fall
Had cleaned out his shelves, 'cept for things with no call
And there seemed naught to do for the rest of the year,
But to close up his books and his old stocks to clear.

When all of a sudden he heard such a clatter,
He sprang from his chair to see what was the matter,
He feared in his soul 'twas a salesman's loud knock—
Determined to sell him an early spring stock,

So back of the counter he hastened to hide,
And stumbled o'er advertising, wrapped up and tied
The same as it was when it came to the store;

But he wondered why business had gone by the door.
He gathered the courage to take just a peep,
And hoped that the visitor was blind or asleep,
But the look made him brace up and step out real quick
For the customer waiting was jolly Saint Nick.

His eyes were as blue as a blow torch's flame,
His hair white as whiting, his whiskers the same,
His nose was as shiny as new varnished wood,
His cheeks were as rosy as vermilion, good,
His tummy was round like a big putty bladder,
But the joy of his smile made Old Brush feel the gladder.

A bundle of toys he had flung from his back,
Which he started at once to unload and unpack;

They were toys he had gathered from homes far and wide,
To give to the poor at this great Christmas Tide.

There were toy trains and kiddie cars, doll houses quaint—
But having been used, they all needed paint.

Old Nick from his pocket, a fat purse did draw
And proceeded to order of all that he saw

Of Enamels, and Varnish, and Colors so bright

Of sandpaper, cleaners, and brushes on sight,

But soon he was through with his shopping and buying
Of the things that would make all the toys mar-defying,

And Old Nick had no sooner gone out of the door
Than Paint Dealer Brush started cleaning the store.

He fixed up his windows, nice, new, bright and clean

And hung all display cards where they sure would be seen.

He wrote some good copy for his newspaper ad,

And doubled the space that he usually had;

The "helps" that were lying unused on the floor

He mailed out to buyers and prospects galore

Telling them how with but slight cost and time,
Their homes could be made into places sublime.

His efforts repaid him with business galore

And when on Christmas Eve he closed up his store
His stocks had been turned into profits real neat,

And he knew Christmas selling just could not be beat.

A. P. O. D.

MOTION IN DISPLAY

Get "motion" in your displays. Particularly during the holiday season crowds will always collect where a window display has "action." A washer washing, an electric range attended by a demonstrator doing baking or cooking, a toy electric train running—all will draw the crowds.

USE PLENTY OF SHOW CARDS

The dealer would do well to use plenty of show cards in the Christmas campaign. They serve a double purpose—not only adding selling force to display but brightening up displays.

Cards can be used most advantageously both in the store and in the windows. Do not be afraid of changing them too often. They are silent salesmen that do not cost much and are very effective in results. Use plenty of price tickets. Price every article in the windows.

DECORATING THE CHRISTMAS WINDOW

A very large percentage of the items that you will feature as Christmas gifts are small in size. There is also a large diversity of items, such as toys, cutlery, nickel and copper ware, better items from your aluminum line, tools, etc., etc.

This means that the Christmas Window must be planned so that these goods can be separated into groups—goods of one line in a group and so built up that the small items can all be seen.

This can be done by using several sets of steps. The steps will lift up the small wares and each step can be used for the grouping of one line of goods.

In the center of the background can be placed a tall panel of wallboard painted in white alabastine or covered over with white crepe paper. Placed on this panel is a large wreath of natural or artificial holly. This wreath acts as a frame for a sign which reads "XMAS GIFTS OF UTILITY." This panel can be placed against any background which you already have, or if you prefer, you can change your present background, covering it with plain red crepe paper or cloth.

Imitating Weather Conditions

The steps are to be covered in the same red material and then covered over with a layer of cotton wadding. The edges of this wadding to be cut in the shape of icicles and allowed to drape over the sides of the steps, as shown in our drawing.

The steps in the corners of the window have as their top step a box holding small Christmas Trees.

These can be natural trees or artificial and serve the very excellent purpose of displaying electrical Christmas tree lighting outfits as well as being part of the window decoration. They also serve as a place on which to display toys and other gifts that are light in weight.

A large red ribbon bow is tied to the holly wreath on the center panel and one end is allowed to drape down over the steps and onto the floor in a graceful and artistic manner.

You can get a pleasing snow effect by scattering diamond dust or crushed mica, over the steps and floor.

Where the window is not crowded with merchandise you can help fill up the window by placing sprays of holly or evergreen throughout the display.

Where show cards are used they can be decorated with sprigs of holly.

It is very desirable wherever possible to place price tickets on all the items of merchandise, as this helps materially in making sales during the holiday rush.

The hardware merchant is particularly fortunate in having numerous lines and articles that are especially appropriate as Christmas gifts and a little time and attention given to displaying these in the show window is bound to stimulate the shopper's interest and build up sales.

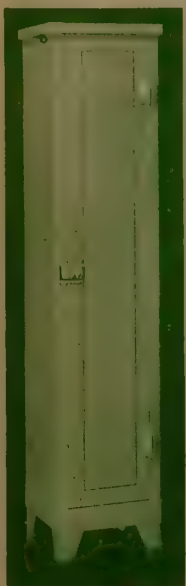
Hardwaremen! Act as our Agents

The Dennisteel Bathroom Cabinet

is just the thing that so many housewives have been looking for. It solves the old family problem—an untidy bathroom.

Note the handy latch, the useful shelves, hooks in lower compartment, raised from the floor to permit of easy cleaning, its compact size—takes up but little room, provides a place for hot water bottles, brushes, mops, force pumps, toilet paper, disinfectants and other bathroom necessities.

This Dennisteel cabinet is made of finest furniture steel throughout, heavily coated in pearl grey enamel and finished with nickel-plated trimmings. It is sanitary, fireproof and everlasting.



Cabinet Closed

Things we make that YOU can sell:

Dennisteel House and Office Safes Dennisteel Cabinets
Wire Window Guards Wire Stockroom Enclosures
Dennisteel Lockers Boca Steel Sash and Basement Windows

Wire for illustrated folder and prices on the above lines.

Established 1868

THE DENNIS WIRE AND IRON
WORKS CO. LIMITED
LONDON
CANADA

Branches from Coast to Coast



Cabinet Open

WHEN a logger places a wedge in a log and hits it a blow he does not know how much of a split the effort will make, but he does know that if he continues to hit the wedge the log will soon lie in twain. The driving wedge to business is advertising. You can't expect to make your success with a single ad, no matter how large. Continual rapping does it.

RELIABLE

FLASHLIGHTS & BATTERIES

Lively and Lasting

Display Accessories, Toys and Radio Now

The Window is a Powerful Factor in Making Sales of Sporting Goods and Kindred Lines.

About this time children are beginning to develop an air of expectancy. They go around the shopping centers with their eyes almost glued to the glass because of that annual visitor—the Christmas toy display. For there is something especially alluring about toy windows to children during the few weeks prior to Christmas. Such childish expectancy is well worth satisfying, for this is the season of the year when parents and relatives loosen their purse strings in order to gladden childish hearts.

The Revolving Bell

Goodwins, Ltd., Montreal, boosted Toyville by impressive window displays, one of which contained a revolving bell as the main attraction. This electrically-operated bell was placed at a high altitude near the rear of a corner window. The bell was a white, covered diagonally with evergreen roping, while little vanity mirrors studded between the evergreen roping attracted attention as the bell revolved. Many people had to come to a halt before the window in order to investigate where the sounds of the bell came from. The background to this trim was constructed with an arched effect, the opening between the extreme ends being closed up entirely by a heavy pair of portieres. These portieres were "full," with short strings of quick-silvered bells suspended in alternate ropes from the portieres. Standing at the rear center was a life-size donkey, with a Chimpanzee rider. Two large gold-tinted vases were placed at each side, with evergreen bouquets in the vases. Big silvered acorns dropped here and there from the bouquets. An excellent showing of animal toys were dispersed throughout the window.

SUGGEST ACCESSORIES THROUGH WINDOWS

Why shouldn't the average member of a car-owning family or the average relative or friend of such a family buy something for the car? He would if a merchant suggested it. He will this year, because many accessory dealers will be suggesting something for the car all through the Christmas shopping season.

A window of a Maritime hardware store was devoted to motor car accessories last month. The setting for this was the exterior of a country home in winter. The painted back-drop was backed up by small spruce trees, "planted" about the window. The full moon painted on the back-drop was illuminated by a spotlight. Another spotlight was focussed on the display board along the front of this trim. Useful motoring gifts were grouped on this display board.

Christmas motor car accessory gifts were featured by means of a bulletin board in the window of the Lewis Hardware Co. The bulletin board contained the following suggestions:

"CHRISTMAS GIFTS FOR CARS

Windshield Mirrors	Auto Robes
Flower Vases	Ash Receivers
Hand and Electric Horns."	

The articles enumerated were artistically arranged about the floor.

Another Christmas window by the same firm was more elaborately conceived and executed. A huge Christmas tree, reaching the ceiling, and taking up most of the space elsewhere, was decorated with all kinds of motor car accessories, particularly on the lower branches, where they

could more readily be seen. The central front location was monopolized by a large sign in the following vein:

"THE FAMILY'S GIFT TO-DAY"

Tinsel streamers ran from the sign to the tree branches where the accessories were hung. To the right of this sign was a pretty Christmas box containing a jack, pump and inner tube, to which the tag as below was attached with satin ribbon:

"TO A FRIEND WHOSE AUTO YOU HAVE ENJOYED
—FROM YOU."

GETS THE GOLFER'S TRADE

A western hardwareman has an indoor golf school which has been a stimulus to business. It has trained the would-be golf players to be proficient, and it is only natural for them to purchase their equipment at the store which taught them the game. The store does a nice business in golf goods every Christmas time, and expects to have another fine sale this year.

RADIO MERCHANDISING WINDOW

"Build Your Own Radio. We Have the Parts," said a window card in a sporting goods store that sells radio equipment.

"This set built by one of our customers at a cost of \$12. You can do it," was the message on a card placed alongside a home-made radio set.

A large receiving set reposed on a blue satin-draped mound at the rear, with the following on cards surrounding the set: "We Install Sets in the Home." "There is something new broadcasted every minute, beginning 9 a.m. to 12.30 midnight."

Radio parts were placed on the blue satin-covered floor down in front, while inserted against the lower part of the window glass were little round signs listing the various broadcasting stations within radius of Toronto. The broadcasting stations were introduced in this effective manner: "You can receive broadcast concerts from any of these stations with a radio outfit."

The foregoing is one of the finest examples of radio merchandising windows we have ever seen. No stunts; no elaborate fixtures or draperies, but just plain merchandising, with a little educational work thrown in for good measure.

PROFITS IN TIRE CHAINS

Automobile chains are a nuisance, nobody likes them and few people use them if they don't have to but they seem to be a necessity for winter driving.

Very few car owners have to be sold on the chain idea but a lot more chains can be sold by a little free chain service. Few people will touch a chain if they can help and that probably explains why few accessories dealers ever look at the chains on cars which stop at their doors.

The dealer can sell chains by calling the owner's attention to chains which are put on wrong and the danger of the wire links which form so great a part of the average chain. When the owner fully understands how a chain is supposed to be used; when it becomes an expense; and what it costs to use them wrongly and too long, he is apt to buy one more set a year.

Feature

Coleman Quick-Lite Lamps and Lanterns

As "Gifts of Utility"

NOW is the time for every Hardware Dealer to push the sale of Coleman Lamps and Lanterns as Christmas Gifts. They are easy to sell—just show them lighted. It's the wonderful "light they give" that sells. As a "Gift of Utility" they are unexcelled and you should sell a good number during the next month. People are impressed with the 300 candle brilliance of these modern lights. Brighter than 20 old style oil lamps. Natural, restful light—easy on the eyes, appeals to all people.

There are many homes in your district in which there should be a Coleman Lamp and Lantern. Suggest to any member of such a home the purchase of a Coleman Lamp as a Christmas Gift to Mother or Dad. It will be appreciated and you will make many sales.

Coleman Lamps and Lanterns light with matches, make own gas from common motor gasoline. No wicks to trim; no chimneys to wash. Safe—can't spill Fuel. Can't be filled while lighted. Keep a lighted Coleman Quick-Lite Lamp on your counter. It will arouse interest and create sales.

Coleman Quick-Lite Lamps are manufactured in a variety of styles for different purposes. The Chandelier fixture is particularly suited for use in stores, halls, churches or large rooms. Coleman Lanterns



EASY TO SELL—JUST SHOW THEM LIGHTED

produce a pure light of 300-candle-power and burn 60 hours on one gallon of gasoline.

Coleman Classic Finish Quick-Lite Lamps are just the thing to suggest for Christmas and Birthday Gifts; Wedding Presents; Prizes, etc. They are very attractive, fount finished in either Flemish Brass or Antique Gold. Shade is supplied with or without crystal beaded fringe.

Coleman De Luxe Quick-Lite Lamp is known as "The Aristocrat of the Quick-Lite Family." It is a beautiful lamp, a splendid example of Coleman Craftmanship. The rich gold-bronze fount is carved in deep relief. The same design is carried out in the metal frame of the shade and produces a pleasing contrast to the blended tones of the panel amber art glass.

Hardware Dealers everywhere are finding a greater desire for better light in the home and for after dark work out-doors. Coleman Quick-Lite Lamps and Lanterns meet every requirement where good lighting is needed.



Coleman

HIGH-POWER MANTLES

Made in Canada

Customers who buy Coleman Lamps or Lanterns keep coming back to you for Coleman Mantles. The new Gross Mantle Display Box sells a Quick-Lite owner a full dozen mantles where only one-sixth of a dozen were sold before. Coleman Mantles give BETTER light and last LONGER. They keep Quick-Lites in nightly use.

Let us send you information regarding the complete Coleman line which includes, in addition to the famous Coleman Lamps and Lanterns, Coleman Bungalow Cooker, Coleman Master Burner Unit, Coleman Urn Burner and Coleman Camp Stove.

ORDER FROM YOUR JOBBER

The Coleman Lamp Co., Ltd.
TORONTO — CANADA

Hardware and Accessories You Can Sell

New Goods and Selling Helps being Introduced to the Trade—Write to the Manufacturers for Additional Information and Mention This Paper.

STANLEY NAIL HAMMERS

The hardware trade will undoubtedly be interested in the fact that Stanley Nail Hammers are now being manufactured in Canada by the Stanley Works of Canada, Limited, Hamilton.

Stanley Nail Hammers are described as being made of a special steel, carefully forged, hardened and tempered. The handles of all numbers, including those mahoganized, are selected, second growth white hickory. An improved method of fastening the Head to the Handle, makes it practically impossible for the Head to fly off. Claws are of uniform thickness. Nickel plated Hammers have all parts of the head fully nicked. Polished Ham-



New Stanley nail hammer.

mers have all parts of head polished except the neck and under the claw, in which places they are blackened.

For box making and driving small spikes some users prefer a Hammer having a creased or corrugated face. Four sizes can be furnished with this style of face.

The Stanley Works of Canada Limited also manufacture Hammers for machinists, Bricklayers, Farriers, Blacksmiths and Engineers.

GAINADAY ELECTRIC WASHER

The Pittsburgh Gage & Supply Company have placed on the Canadian market their well known Cylinder type washing machine, in addition to which they have also introduced their latest development in the form of a full sized, reasonably priced, domestic oscillating machine. The Cylinder machine is a popular large capacity machine and is particularly noted for its sturdy construction. It is made with galvanized or copper tub mounted on a frame which is made of rolled steel throughout. The Gainaday Cylinder which revolves and reverses every five revolutions, is made of heavy 17 oz. copper, tinned on both sides. The gear drive and reversing mechanism are made of perfectly cut gears.

The Oscillating machine is made up of

a specially designed 17 oz. copper tub, tinned inside and mounted in a heavy sheet steel reinforced cabinet. Located in the bottom of the tub is a false bottom or corrugated agitator, which through the oscillating action of the tub, the soapy water and air underneath the agitator is forced up rapidly through the perforations and through the meshes of the clothes in the tub.

Additional features which are distinctive on the Gainaday Washing Machines, are the specially designed all metal wringer which may be locked in any position; its exclusive roller action device assure even pressure and even wringing and its positive safety release is instantaneous in its



operation. Gainaday machines are all equipped with a special automatic overload release type switch which automatically opens if the motor is overloaded. The starting lever is very conveniently located and locks the oscillating tub or cylinder in proper upright position when stopped. All machines are equipped with a large size swivel casters and large oversize motors.

Gainaday machines are distributed in Canada by the Northern Electric Company, Limited.

DESK BLOTTER FREE

Iver Johnson's Arms & Cycle Works, Fitchburg, Mass., are supplying hardware dealers free with a beautiful desk blotter in colors for 1924. Adcock & Company Ltd., Montreal, are Canadian Sales Representatives.

CAVERHILL LEARMOUNT BLUE BOOK

Caverhill, Learmount & Co., 89 St. Peter St., Montreal, have recently distributed a want book of order blanks to assist hardware dealers in replenishing depleted stocks in a hurry. Every year many sales are lost, in spite of good salesmanship, on account, of some stock lines being sold out. Blue Book order blanks will help

keep guard against lost sales. Plans are well advanced for the publication by Caverhill, Learmount & Co. of a new general catalog.

THE STANLEY WORKS OF CANADA, LTD., NEW CATALOGUE

An exceptionally attractive and well-gotten up 159-page catalogue has been issued by The Stanley Works of Canada, Ltd., formerly Canada Steel Goods Co., Ltd., Hamilton. The catalogue is splendidly illustrated throughout, and is divided into sections as follows:

Section 1, wrought butts; section 2, wrought hinges; Section 3, wrought bolts and hasps; section 4, garage sets, barn-door hangers, parlor-door hangers, screen-door sets; section 5, shelf brackets, latches, handles, sash locks, sash hardware, etc.; section 6, wrought washers, corner irons, staples, gate-locks, etc.; section 7, steel whiffletrees and wagon hardware; section 8, telegraph code.

Another interesting feature of the catalogue is a list of Stanley finishes with comparative symbols of some other hardware manufacturers. The catalogue has been prepared in a most convenient manner for hardware merchants, and the descriptive matter accompanying the illustrations provides a vast amount of interesting and practical information.

SANDS LEVEL IN NEW FACTORY

The Sand's Level and Tool Company, originators of the first level with wire bubble markers, has moved into larger and better quarters at Gratiot Avenue, Medbury Street and Fisher Street, Detroit, Mich. Julius Sand, vice-president, the founder and inventive genius back of Sand's Levels, has designed special machinery for largely increasing the output of the aluminum levels originated by this firm. These and an augmented force of employees have effected an increase of 60 per cent. over any former maximum output and enable their trade's requirements to be promptly taken care of.

SHERWIN-WILLIAMS COMPANY

At the annual meeting of the Sherwin-Williams Co. of Canada, Montreal, the board of directors was re-elected with exception of Wm. McMaster, who declined and was succeeded by J. H. Gordon, secretary-treasurer. The board comprises: W. H. Cottingham, W. S. Fallis, W. J. White, K.C., J. W. McConnell, R. C. Misnor, G. A. Martin and J. H. Gordon.

J. H. Cottingham was re-elected president; W. S. Fallis, vice-president and managing director and J. H. Gordon, secretary-treasurer.

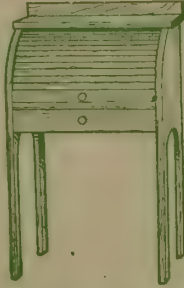
PUMP CATALOG

A handy pump catalog of 50 pages has been issued by Sumner Company Limited, Moncton, N.B. It contains illustrations and descriptions of many cistern, pitcher, lift and force pumps for every purpose, also cylinders, fittings and pipe tools.



Children's Desk's and Chairs

Now is the time to feature Stratford Children's Desks and Chairs. They are good sellers particularly at this time of the year. Being sturdily built they will stand hard abuse. Other Stratford lines for your gift department include tea trays, smokers' sets and stands, tool boxes, kindergarten sets, blackboards, Shoo Fly Rockers, and Toy Carpet Sweepers.



Write for Catalog "P" and New Price List.

Stratford Manufacturing Co.
Limited
STRATFORD — ONTARIO



PFLUEGERS' Fishing Tackle

Best by Test Since 1864

THERE is a piece of Pflueger Tackle for every kind of fishing from the game fish of the fresh water lakes and streams to the leaping Tarp on of the briny deep.

A Variety of over 5000 Articles: Reels, Hooks, Baits, Spoons and Spinners, Snelled Hooks, Leaders, Cuttyhunk Lines, Silk Lines, Furnished Lines, Wooden Minnows, Rods, Flies, Floats, Sinkers, Etc., Etc.

Pflueger Tackle is guaranteed without time limit against defects in workmanship or materials.

THE ENTERPRISE MFG. CO.
"The PFLUEGERS"

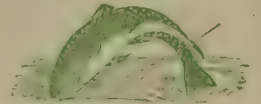
Largest and Oldest Tackle Makers in the United States

AKRON, OHIO, U.S.



DEALERS

Ask for our No. 37 illustrated catalog, 400 pages of interesting information.



Quality Radio Supplies

We stock only the most reputable lines such as—

Frost	Magnavox Co.	Home Charger
Brown	Atwater Kent Co.	Valley Charger
Pacent	Howard Radio Co.	Canada Wire Co.
Brandes	Hart "A" Batteries	Northern Electric Co.
Chelsea	Burgess Batteries	Westinghouse Sets.
U.S. Tool	Reliable Batteries	Marconi Wireless Co.
Murdock	Eveready Batteries	Federal Telephone Co.
Precise	Condensite Celoron	Can. Indept. Tel. Co.

Write for our illustrated catalogue. Discount sheet to dealers.

TORONTO RADIO COMPANY
62 YONGE ST. ARCADE, TORONTO, ONT.

PERFECTION PEDAL PADS

The Standard for Comparison

Insist on the Pad with the Nickle Frame.

Have them handy.

The Demand is Universal

They give Satisfaction



Easily attached. No bolts. Just Bend the Prongs. No Drilling.

Sold by Reliable Jobbers and Dealers Everywhere.

Patented Dec. 21, 1915

MANUFACTURED BY
AUTO PEDAL PAD COMPANY, Inc.

Manufacturers of Pedal Pads for all makes of Cars
318-320 West 52nd Street, NEW YORK CITY



Give Them PHENIX QUALITY In Screen and Storm Sash Hangers and Fasteners

Phenix Storm Sash Hangers and Fasteners are simplest, handiest, easiest applied, most efficient—that's why they sell best.

New improvements put them in a class of their own. Write today for Catalog showing full Phenix line. Samples free.

Sold by all leading jobbers of the Northwest.



No. 30 Fastener

No. 114 Hanger

PHENIX MFG. CO., 030 Center St., Milwaukee, Wis.

The "Rustless" Rule



Made of Luminoy, a special alloy of aluminum.

Here is THE Rule every Carpenter and Builder should have. It won't rust, weighs little, has brass joints, costs less than a steel rule, yet is just as durable.

able, has large figures and accurate graduation, together with permanent legibility.

Made in lengths 2 to 8 ft. If your dealer can not supply you send to us for printed matter and prices.

THE RUSTLESS RULE CO., Inc.

Lafayette Avenue

Buffalo, N.Y., U.S.A.

BANNER ASH SIFTERS

Sensible Xmas Presents



Help conserve fuel by suggesting BANNER Ash Sifters. In doing this you are doing good work and your customers will long remember the giver. A BANNER Ash Sifter is a continual fuel saver. You can recommend the BANNER with full confidence.

Ask any Hardware Traveller. He will tell you all about THE BANNER.

The Burrows Mfg. Co., TORONTO

CANADA DUSTLESS ASH SIFTER



Saves coal. Pays for itself in a few months. Lasts a lifetime. IT IS POSITIVELY DUSTLESS.

With the present coal situation, there should be a big demand for this dustless ash sifter.

If not carried in stock by your jobber write us direct.

Manufactured only by
J. SAMUELS
275 Queen Street W.
TORONTO

Trade News From Coast To Coast

A Monthly Summary of News Among Dealers,
Jobbers, Manufacturers and Allied Interests

ONTARIO

Amherstburg—Canada Glass Co., Ltd., incorporated with capital of \$1,500,000.
Belleville—Champlain Tire & Rubber Co. have leased a factory and will manufacture tires, tubes and other rubber goods.

Brantford—Brantford Cordage Co. are contemplating operating their plant on a twenty-four hour basis.

Brantford—The Brantford Roofing Co. has taken over the Canadian Roofing Mfg. Co. of Windsor. It will be remembered that the Windsor concern suffered serious loss by fire last August. The machinery of the Canadian Roofing Co. will be moved to Brantford where it will be installed in an extension to the plant erected this year. C. S. Jackson, general manager of the Windsor company will be sales manager of the amalgamated companies.

Chatham—An addition is being erected to the plant of the Chatham Malleable & Steel Mfg. Co., manufacturers of stable fixtures and wagons.

Hamilton—Bird & Son recently held their annual gathering of dealers and salesmen. C. N. Canfield was in charge of the conference.

Hamilton—Walter Woods Company have recently enlarged their premises by taking over the adjoining building formerly occupied by Lumsden Bros., wholesale grocers. The exterior and interior of the building has been completely remodelled along modern lines.

London—The London Hardware & Electrical Co., King & Talbot Sts., commenced.

New Liskeard—T. Chapman of the Taylor Hardware recently passed away.

Peterboro—P. C. Denyes, hardware commenced.

Sarnia—The Sarnia Oil & Gas Co. are considering the erection of a plant at Sarnia and Medicine Hat, Alta., for the manufacture of carbon black.

Sparta—The hardware store of L. W. Moedinger was recently entered by thieves who departed with over \$500 worth of merchandise.

St. Catharines—Col. A. F. Hatch, of the Stanley Works of Canada was a speaker at the opening of the St. Catharines Industrial Exhibition.

Toronto—The International Durable Electric Heater Co. has recently been incorporated with a capital stock of \$40,000.

Toronto—W. C. Hunt Brass Works, has been incorporated with a capital of \$200,000.

Toronto—A. H. C. Johnson Co. has been incorporated with a capital of \$200,000 to manufacture and deal in auto accessories, machinery, tools, etc.

Toronto—R. D. Virgo, hardware, commenced at 752 Danforth Avenue.

Toronto—Briggs Bros. 1711 St. Clair Ave. commenced.

Toronto—G. W. Willard, 616 Yonge St. added a stock of hardware to his electric supply business.

Toronto—The S. & S. Shock Absorber Co. of Canada has been incorporated with a capital of \$300,000.

Toronto—Local offices of the Ruberoid Company are now located in the Tyrrell Bldg., 95 King Street East.

Toronto—Wm. Maxwell, 233 Greenwood Ave., commenced.

Toronto—B. Caplan & Son, 220 Queen Street East, have been incorporated with a capital stock of \$40,000.

Toronto—Alexander Murray & Co. have found it necessary to move to larger offices and are now at 56½ King street, East.

Toronto—Frederick Moore, vice-president and manager, presided at the fourth annual banquet held recently at the head offices of the company in West Toronto. Among those who addressed the gathering were L. P. Moore, president of the company, Rev. Dr. Scott, and G. H. Parkes. Entertainment was provided by members of the staff.

Welland—The Welland Steel Castings Ltd., has been incorporated with a capital of \$100,000.

Windsor—Central Hardware formerly operated by Lefebvre & Wallace will in future be known as Wallace & Son as E. E. Lefebvre has withdrawn from partnership.

QUEBEC

Montreal—W. W. Ingersoll, vice-president of Dougall Varnish Co. has accepted an executive position with Murphy Varnish Co., Newark, N. J. Harold M. Lay has been appointed vice-president and managing director of the Dougall Varnish Co. Ltd.

Montreal—John Baillie, vice-president and managing director of the Dominion Oilcloth & Linoleum Company, recently passed away.

Montreal—Fire caused considerable damage to store and stock of Tempe Bros. Roi Street.

Sorel—Trempe & Frere, hardware, loss by fire.

St. Lambert—Fire damaged the hardware store of the St. Lambert Hardware Company.

BRITISH COLUMBIA

Vancouver—Cruit Hardware Co. has been purchased by C. C. Umbach who will conduct it under the name of Bayview Hardware Co.

ALBERTA

Westlock—Jamieson & Hunter succeed Skinner & Pierce Ltd., hardware.

SASKATCHEWAN

Amulet—Martin Hardware Company, commenced.

Blaine Lake—Larsen Bros., have sold their garage to P. Green but will continue the hardware business which they also operated.

Gleichen—Flanagan Bros., hardware of Bassano, Sask. have purchased hardware business of The McKay Hardware Co.

Leney—C. E. Montgomery, hardware, loss by fire.

Nokomis—Last Mountain Hardware Co. Ltd., has been incorporated.

Pennant—B. M. Hill is opening a branch at Kyle, Sask.

Strasbourg—Arthan Hardware sold to B. Carey.

Vanguard—The Vanguard Hardware was destroyed by fire.

Vawn—P. Thompson, hardware, discontinued.

MANITOBA

Teulon—J. E. Johnson, hardware, burnt out by fire.

Winnipeg—W. W. Chamberlain, Northern Brass & Wire Works, resigned.

NOVA SCOTIA

Truro—Truro Hardware Co. reopened under management of E. D. McMullen.

A TIMELY MESSAGE FROM MRS. HOMELOVER

Banfield's, Winnipeg, Man., believes in the effective use of newspaper white space. Banfield's are liberal users of little three-inch single column spaces, containing generally an attractive cut and a significant sentence or two. One of their Christmas announcements was begun with the sketch of a smiling housewife, with the caption below:

"MRS. HOMELOVER SAYS

"I hope my Christmas Gift will come from

BANFIELD'S
492 Main Street."

AN EARLY SHOPPING APPEAL

Morris, Smith and Beer, Charlottetown, P.E.I., employed newspaper advertising to call attention to the advantages of early Christmas shopping. Here is the ad in question:

"CONSIDER

The advisability and advantage of early shopping of avoiding the Xmas rush, of having the largest assortment to choose from.

THEN

think how much more useful a present will be appreciated than one that will be put away and be forgotten.

ACT

on this advice, pay us a visit and see what we can show you."

THE DOLLAR GIFT TABLE

Mappin and Webb, Ltd., Montreal, P.Q., is an establishment noted for the high grade merchandise it carries. But at the same time such an establishment is liable to carry the impression that everything sold is high-priced, with the result that people with limited incomes are scared away. So Mappin and Webb, Ltd., helped to remove this mistaken impression by arranging a Dollar Table inside the store. This Dollar Table contained all sorts of novel and useful odds and ends, but proved additionally attractive because every gift was put up in a dainty gift box. One of the announcements on the subjects in the local dailies was in this vein:

"A WONDERFUL SELECTION OF
\$1.00 GIFTS

Beginning Saturday

A Mappin Gift at \$1.00 sounds almost too good to be true, doesn't it?

Well, it is true, and if you come in on Saturday you will be surprised and delighted at the wonderful assortment of appropriate gift articles you can choose from at this price.

Just to give you some slight idea of the variety, we mention the following..... Every article packed in a dainty gift box.

Although this "Dollar Table" will be continued until Christmas, we strongly urge to do your shopping now."

Iver Johnson

Champion Single Barrel Shot Guns
and
Double Barrel Shot Guns

afford great sales opportunity because they are the choice of men and boys who hunt.

Make 1924

your banner gun year by stocking IVER JOHNSON'S liberally.

FREE While They Last!
Beautiful desk blotters in colors for 1924. Sent to Dealers. ♀ ♀

Iver Johnson's Arms & Cycle Works
FITCHBURG, MASS.

Champion Single Barrel Shot Guns—Double Barrel Shot Guns, Safe Revolvers, Bicycles, Velocipedes

Canadian Sales Office :

Adcock & Company, Ltd. Montreal

HERCULES SASH CORD

Made in Canada and used with complete satisfaction throughout the Dominion for over twenty - five years. - - -

On the Ocean Front

Fireproof

The Breakers
ATLANTIC CITY, N.J.



AMERICAN and EUROPEAN PLANS

HYDRO-THERAPEUTIC Dept
(Lawrence-Hill System)

CABINET	BATHS	TURKISH
HOT SALT		RUSSIAN

GARAGE DANCING CONCERTS

Hot and Cold Salt Water in all baths

JOEL HILLMAN, President

NAILS WIRE BALE TIES

WIRE HOOPS FOR
KEGS and BARRELS
STRAIGHTENED RODS
COPPERED AND
TINNED WIRE
WROUGHT and STEEL
WASHERS

The quality of our product is highly commended

THE GRAHAM NAIL WORKS

Operated by the CANADA METAL CO., LTD.
TORONTO



BRITISH INDUSTRIES FAIR · 1924

THE TENTH BRITISH INDUSTRIES FAIR, synchronising as it does with the British Empire Exhibition, 1924, will attract next year the keenest Buyers from all parts of the world.

The leading and most enterprising British firms will lay before Buyers their unique manufacturing resources and demonstrate their ability to supply the best and most dependable products for the coming season's trade.

A special section will be devoted to BRASSFOUNDRY, HARDWARE and IRON-MONGERY. Overseas Buyers interested in this Section will be able to inspect conveniently and in comfort the very latest British productions in these trades, and it will be possible to do a year's buying with the maximum amount of economy and convenience in a week.

If you cannot come yourself send your buyer to inspect the finest display of quality goods in the World.

LONDON: WHITE CITY, WEST

Organized by the Department of Overseas Trade
APRIL 28th-MAY 9th

Musical Instruments. Furniture and Basketware. Sports Goods, Toys, etc. Jewellery, Silverware, Cutlery, etc. Scientific and Photographic Goods. Chemicals and Drugs. Stationery and Printing. Fancy Goods. Travelling Requisites, etc. Brushware, China, Earthenware, Stoneware and Glassware. Foodstuffs and Beverages. Fancy Leather Goods, etc.

BIRMINGHAM: CASTLE BROMWICH

Organized by the Municipality and Chamber of Commerce.
MAY 12th-MAY 23rd

Brassfoundry, Hardware and Ironmongery, Metals, Construction, Building and Decoration, Power, Lighting, Heating, Cooking and Ventilating Engineering in all Branches. Agricultural Machinery, Mining Appliances, Motors, Motor Cycles, Cycle Accessories, Perambulators, Guns, Saddlery and Harness. Fishing Tackle. Brewing and Distilling Appliances.

If you attend the British Industries Fair you will have an opportunity of visiting the British Empire Exhibition.

Descriptive Booklets and Invitation Tickets may be obtained from:—
MONTREAL—Mr. R. W. Dalton, H. M. Senior Trade Commissioner in Canada, 285 Beaver Hall Hill.

TORONTO—Mr. F. W. Field, H. M. Trade Commissioner for Ontario, 24 Adelaide Street West.

WINNIPEG—Mr. A. M. Wiseman, M.C., Deputy Trade Commissioner, 703 Union Bank Building.

VANCOUVER—Mr. L. B. Beale, H. M. Trade Commissioner for Western Canada, 210 Winch Building.

Or from the Secretary, British Industries Fair, 35 Old Queen Street, Westminster, London S.W.1., or the Secretary, Chamber of Commerce, Birmingham, England.



HARDWARE MARKET SITUATION

Business is somewhat better than the past month. Christmas buying is partly responsible for this, though seasonable lines are selling in larger volume. The mild weather is keeping down active trading in winter goods.

Hardware lines generally are continuing to go to higher values, though rumors of cutting in glass and some building paper lines are prevalent.

Hardware buying shows improvement by dealers evidently anticipating a better year in 1924. Spring requirements are beginning to be put before the trade by manufacturers and jobbers, and new season's prices are being offered.

Collections continue to show improvement, particularly in the smaller centres, where farmers and home owners are liquidating their past season's debts.

Why there should be an unsettled feeling in building materials is a conundrum, as most of these goods are on the climb. Building papers and glass show unsettled prices with some cutting in evidence. Manufacturers of the former line have been disagreeing among themselves, and the import of large quantities of European glass has set jobbers on edge to get trade even at the sacrifice of prices.

One bad feature of present trade is the lack of employment in the larger cities and towns. While this is an annual phase in those centres at this time of year, owing to the fact that men employed at country points during the summer flock to their homes and to the cities at the approach of winter, there does appear to be a larger percentage of mechanics, salesmen and clerks unemployed this season than for several years back.

This feature has led some public investigators to express varied opinions as to the real state of trade. Some of these call attention to the number of industries which are operating at relatively low rates of capacity. Business is undoubtedly spotty, the writer having come across industries which are running short time and at the same time several factories in related lines which state they have difficulty in filling orders on time.

This condition has an effect on retail trade. Some dealers complain that consumer buying is not too good, and this has brought about a fewer number of merchants.

Automobile and bicycle manufacturers anticipate a bright outlook for 1924 trade. Paint men, too, expect a good year's trade. Hardware manufacturers generally, however, are not so optimistic, but they anticipate a slightly increased trade during 1924 over this year.

The principle price changes of the past month are shown below; most of these are based on the new sales tax which comes into force on January first.

Advances

Cotton Goods—Increased. Candle wick has gone from 73 cents a pound to 79 cents. Wrapping twine in balls,

3-ply, is at 76 cents a pound in five-pound bags, with 4-ply at 80 cents; in cones 3-ply is at 73 cents, and 4-ply at 76 cents. Cotton wastes have also advanced.

Roofing Nails—Advance of 25 cents a keg noted in Stelco felt roofing nails. The one-inch size is at 8.75 a keg for bright and \$11.25 galvanized.

Tin—An advance is recorded on ingot tin of a cent and a half a pound. Tin is now at \$54 per hundred pounds.

Antimony—Up half a cent a pound.

Lead—Advanced 25 cents a hundredweight.

Lanterns—Higher by \$1.75 a dozen.

Fibre Tubs and Pails—Advanced 10 per cent. over past season's prices.

Pipe Cutters—Higher quotations are now in force on both the Barnes and Saunders patterns.

Sash Cord—Up 5 cents a pound, and cotton rope has advanced 6 cents a pound to 71 cents. Awning cord, too, is 5 cents higher.

Builders' Hardware—A general advance of about 5 per cent. has been made on practically all Canadian makes of locks and sets.

Elbows for both conductor pipe and stovepipe have advanced slightly, the latter about 5 cents a dozen.

Cow Ties and Stall Fixtures—Slight advance noted.

Declines

Floor Waxers—A substantial reduction has been made on Garton-Radiant floor waxers and polishers. They are now at \$12.50 each, with a discount of 25 per cent.

Radiator Valves—A decline is noted in Emco valves by increasing the discount from 70 to 74 per cent.

Brass and Copper—Somewhat lower.

Sash Pulleys—Down about 5 cents a dozen.

Electric Irons—A big decline to \$3.60 each has been made on Westinghouse irons.

Lamp Chimneys—Declined 75 cents a case.

NEW GARDEN IMPLEMENT PRICES

The Eureka Planter Co. has issued a list of new 1924 prices covering their line of garden tools and implements. These new prices show Seeders, No. 1 at \$9.50 each; Seeders and Cultivators, No. 2, at \$11.50 each; Cultivators, No. 4, \$4.75 each; No. 8, \$6.25; No. 10, \$6.75; Cyclone Seeders, \$18 per dozen; Dry Powder Sprayers, \$8 a dozen; Compressed Air Sprayers, \$6.50 for galvanized and \$8.50 for brass, each. Tin Sprayers, \$8.50 a dozen; Tin Sprayers (continuous), \$9 a dozen; Glass Tank Sprayers, \$8.50 a dozen.

WELSH TINPLATE INDUSTRY BUSY

The Welsh tinplate industry is booming at present, and ten new mills have been erected this fall at Llanelly and Pontardawe. Much of this activity is due to large orders received

from Japan, where building construction is going on, following the big earthquake last September.

At the same time a number of tin miners from Cornwall have left England since midsummer for Canada.

"U. M. C." THOMAS DEAD

William Morgan Thomas familiarly and affectionately known to sportsmen the country over as "U.M.C." Thomas passed away at his home in Bridgeport, Connecticut, on November 5th. He had retired from active service in 1919 after completing his fiftieth consecutive year of service with the Remington Arms Company and its predecessors.

Mr. Thomas was responsible for a great many of the improvements and developments in paper shotgun shells, cartridges, primers, smokeless powder, etc. Working in conjunction with Mr. J. Stevens of the J. Stevens Arms and Tool Company, Chicopee Falls, Mass, he developed the .22 long rifle cartridge and the .25 caliber rim fire cartridge. The .22 long rifle cartridge which has been popular for many years for its splendid accuracy at all ranges up to 200 yards owes much of its present perfection to the genius and patience of Mr. Thomas. During the past few years of the greater development and refinement of this cartridge the entire ballistic staff and process engineers of the Remington Arms Company have contributed to its present high degree of accuracy and development.

The .32, .32 long, .38, .38 special and .44 Russian revolver cartridges adapted to the Smith & Wesson revolvers were developed by Mr. Thomas working in close co-operation with the Smith & Wesson Co.

Similarly the .32 short, .32 long, .38 short, .38 long, .41 long and .45 Colt cartridges were developed by him in conjunction with the engineer of the Colt's Patent Fire Arms Mfg. Company to whose revolvers these cartridges are adapted.

Similarly the automatic pistol cartridges of different calibers were developed by Mr. Thomas working in conjunction with Mr. John M. Browning the inventor of the automatic pistol and with the Colt Company manufacturing those pistols at their plant in Hartford.

Smokeless powder was first loaded in revolver cartridges by Mr. Thomas at the U.M.C. Works and he developed the first successful primer for use in revolver cartridges loaded with smokeless powder. He developed the grooved shells for smokeless power revolver cartridges, the bullet having an inside lubricant.

When Mr. Thomas began his development of modern primers the system then in vogue was to have the anvil of the primer a part of the shell, this being known as the old Berdan primer. Mr. Thomas developed the modern primer in which the anvil is a part of the primer itself. This type of primer is now used exclusively.

The Thomas pointed bullet is another of his development. It was this type of bullet with which the American rifle team won the Palma Match at Ottawa in 1907 and with which Americans have since that time held the front rank in rifle competition and at the international match at Bisley, England during the present year it was the 220 grain Thomas pointed bullet with which the United States team won against seven competing international teams.

The quotations below are approximately correct for large lots in Toronto on the date mentioned.

CURRENT PRICES

Toronto, Dec. 10, 1923

They may not be the same in any other jobbing centre owing to freight and other conditions.

METALS and SHEETS

Aluminum—Ingots, per pound, 24c.
Antimony—Per pound, 9c.

Brass—Sheet, base, 29c; rods, base, 1/2 to 1 in., round, 24c; tubing, seamless, base, 34c. Discount, 10%.

Copper—Casting ingot base, 18c; bars, under 2 inch, 29c; soft sheets, plain, 16 oz. and heavier, lb., 35c; plain sheets, tinned, 16 oz. and heavier, lb., 45c; polishing sheets, 16 oz. and heavier, lb., 40c; tubing, 36c.

Above prices are full sheets and bars. Cut sheets and bars are 5c per lb. higher. Discount on these 10%.

Coppers, Soldering—Base, 4 to 8 lbs., 41 cents per lb.; 3-lb., 42c; 2 1/2-lb., 43c; 2-lb., 46c; 1 1/2-lb., 48c; 1-lb., 52c per lb. F.o.b. Toronto, Hamilton.

Iron and Steel—(New list)—Pig iron, per ton, No. 1, \$29.15; No. 2, \$28.65; steel bars, \$3.75 per hundred pounds; bands, 3/16 inch and lighter, \$4.50; hoops, 20 gauge, lighter than one inch, \$5.50; heavier, \$5; shapes, smaller than one inch, \$4. Cold rolled steel, round, \$4.15; flat, square and hexagon, \$5.75; sleigh shoe steel, \$4.15; tool steel, high grade, \$30; drill steel, \$18.50.

Iron, Tinned—Lion and Crown Brand, Toronto in 22, 24 and 26 gauge. 36 x 96, 18c per lb.; 48 x 96, \$19.50 per lb. Less than case, 50c per 100 lbs. extra.

Lead (Pig)—\$8.50 per hundred lbs.; sheets, 4 to 6 pounds per sq. foot, in rolls, 11 1/4c per lb. Cut sheets to size, 1c extra.

Sheets, Blue Annealed—10 gauge, \$4.60 per 100 lbs., 12 gauge, \$4.65; 14 gauge, \$4.70; 16 gauge, \$4.80.

Sheets, Black—18 to 20 gauge, \$5.40 per 100 lbs.; 22 to 24 gauge, \$5.45; 26 gauge, \$5.50; 28 gauge, \$5.60.

A charge of 25 cents per cwt. is made for less than case lots; and an extra 10 cents per cwt. is charged on sheets 36 inches wide in 28 gauge and lighter.

Sheets, Corrugated—No. 28 gauge, \$7.00 per 100 sq. ft.; 26 gauge, \$7.50; 24 gauge, \$10; 22 gauge, \$12.50; 20 gauge, \$14; 18 gauge, \$19; lighter than 24 gauge and wider than 27 inches, 75 cents a square extra. Discount 10 per cent.

Queen's	Fleur-
Sheets, Galvanized—	Head de-lis
28 gauge, per 100 lbs.	\$7.50
26 gauge, per 100 lbs.	7.10
24 gauge, per 100 lbs.	6.80
22 gauge, per 100 lbs.	6.65
18-20 gauge, 100 lbs.	6.25

	Apollo
10 1/2 oz., per 100 lbs.	\$7.35
28 gauge, per 100 lbs.	7.15
26 gauge, per 100 lbs.	6.95

24-22 gauge, per 100 lbs.	6.75
20-18 gauge, per 100 lbs.	6.45
16 gauge, per 100 lbs.	6.00
14-12 gauge, per 100 lbs.	5.85

Plates (Canada), per box—

	75's	60's	52's
Ordinary	\$5.85	\$6.00	\$5.90
Blued	6.15	6.00	5.60
Blued and oiled	6.25	6.10	6.00
Polished	7.05	6.90	6.80
Welsh polished		7.55	7.30

Plates (Coke Tin)—IC, 20x28, 112 sheets, 15.50; IX, 20x28, 112 sheets, \$18; IXX, 20x28, 56 sheets, \$10; IXXX, 56 sheets, \$11.

Plates (Charcoal Tin)—IX, 20x28, 56 sheets, \$9.50; IXX, 20x28, 56 sheets, \$11.

Plates, Terne—IC, 20x28, 112 sheets, \$10.

Spelter—Per pound, 9c.

Tin—Ingots (100 lbs.), per lb., 54c.

Zinc—Sheet, per lb., 13 1/2c.

Scrap—Iron, \$11.50; iron pipe, \$6; heavy copper, \$10.50; light copper, \$8; light brass, \$3; heavy brass, \$5.50; heavy lead, \$2; tea lead, \$2; zinc, \$4.

PLUMBERS AND TINNERS' SUPPLIES

Boilers (Range)—30-gal., \$9.50 for special. Net.

Boiler Tubes—1 inch, seamless, \$22; lapweld, \$19.50.

Compression and Fuller Work—Compression work (standard), discount, 45%. Fuller work (standard), 30%. Bath cocks, compression, 41%; fuller, 30%. Flat way stop and waste cocks (standard), 56%. Brass steam cocks (standard), 50%; J. M. T., net list.

Dampers (Stove Pipe)—Standard sheet iron, 6 in., \$1.45 a dozen.

Fittings (Malleable) — Discounts, 63%.

Fittings—Cast iron, 10% from list; bushings, 20%; flanged unions, 15%; plugs, cast iron, solid, countersunk, all at 20%; couplings, 4 in. and under, 25%; do., 4 1/2 in. and larger, 5%.

Nipples, Wrought—Close and short, 4 in. and under, 45%; 4 1/2 and larger, 35%; long, 4 in. and under, 50%; 4 1/2 in. and larger, 40%; running thread, 4 in. and under, 25%.

Oakum—Navy No. 1, spun, 7.50; unspun, \$7; plumbers', \$3.20 per cwt.

Packing — Fine jute, 15c a pound; coarse, jute, 11c; hemp, 26c; square braided hemp, 28c; No. 1 Italian, 31c; No. 2 Italian, 24c.

Pipe Covering (Asbestos) — 2-ply, discount 57 1/2%; 3-ply, 55%; magnesite, 35%. Boiler covering, \$1.50 a bag.

Standard Butt Weld Pipe 2/O per 100 feet				
Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
1/2 in.	6.00	8.00		
3/4 in.	4.32	6.30	7.56	9.60
1 in.	4.32	6.30	7.56	9.60
1 1/4 in.	5.53	6.97	7.82	9.35
1 1/2 in.	6.79	8.40	9.55	11.27
2 in.	9.69	12.07	13.77	16.32
2 1/2 in.	13.11	16.33	18.63	22.08
3 in.	15.68	19.53	22.28	26.40
3 1/2 in.	21.09	26.27	29.97	35.52
4 in.	33.35	41.54		
4 1/2 in.	43.61	54.32		
5 in.	56.12	69.00		
6 in.	66.49	81.75		

Standard Lapweld Pipe S/O per 100 feet				
Size	Steel Blk.	Gen. Galv.	Wort. Blk.	Iron Galv.
2 in.	24.42	29.60	33.30	38.85
2 1/2 in.	36.27	44.46	50.31	59.09
3 in.	47.43	58.14	65.79	77.27
3 1/2 in.	57.04	69.92	79.12	92.92
4 in.	67.58	82.84	93.74	110.09
4 1/2 in.	78.74	96.52	1.14	1.33
5 in.	91.76	112.48	1.33	1.55
6 in.	1.19	1.46	1.73	2.02
7 in.	1.55	1.90	2.21	2.62
8 in.	1.63	2.00	2.33	2.75
8 1/2 in.	1.87	2.30	2.68	3.17
9 in.	2.23	2.83		
10 in.	2.14	2.62	3.04	3.58
10 1/2 in.	2.76	3.38	3.91	4.61

Pipe (conductor), plain, round or corrugated, in 10-ft. lengths—2 in., \$18.40 per 100 ft.; 3 in., \$22.30; 4 in., \$29.60; 5 in., \$40; 6 in., \$58.50. Less 65 and 5 per cent.

Dampers (Stove Pipe)—Standard sheet iron, 6 in., \$1.45 per dozen; 7-in., \$1.55. Cast dampers, 5-in., \$1.50; 6-in., \$1.54. Sovereign, 3-in., \$1.20; 4-in., \$1.44.

Elbows—(for conductor pipe) 2 inch, \$5.37; 3 inch, \$6.13; 4 inch, \$10.73; 5 inch, \$24.53; 6 inch, \$29.64. Less 50 and 10 per cent. This discount also applies to outlets, tubes, strainers, cut-offs and hooks.

Elbows (Stovepipe)—Light, No. 6, \$1.80 a dozen; No. 7, \$2.05.

Pipe (Lead)—14 1/2c a pound. Waste pipe, 15 1/2; over 8 inch, 16 1/2. Less 10%.

Pipe (soil)—Med. and extra heavy—2 in., 3 in., 5 in. and 6 in., 20%; 4 in., 25%; 8 in., net.

Pipe (Soil) Fittings—2, 3, 4, 5, 6 in., 37 1/2%; 8 in., net.

Pipe (Stove) — Net; elbows, black and galvanized, net; thimbles, 50 and 7 1/2%.

Registers—Warm air, japanned and common oxidized floor registers, 35% from standard list for large sizes and 30 for smaller. Wall registers are at 30 and 15 off.

Solder—Wire, 38 1/2c a lb.; strictly 31 1/2c; commercial, 28 1/2c; guaranteed, 33c; wiping, 31c.

Tinners' Trimmings—Plain 50 and 10, retinned, 50%.

Tinners' Snips (Compton's Reliance)—No. 8, 13 inch, \$2.50 net; No. 9, 12 inch, \$2.25; No. 10, 11 inch, \$2.

Traps and Bends—Discount, 15%.

Trough (Eave)—O. G. Square bead: Per 100 ft.: 8 in., \$15.90; 10 in., \$17.70; 12 in., \$21.20; 15 in., \$34.50; 18 in.,

\$44. Less 65 and 5%. O. G. round and half round, \$1 per hundred feet extra. Valves—Globe, angle and check (standard), 25%; J.M.T., plus 5%; J.M.T. "C," net; J.M.T. gate valves, 12½% and 10%; Jenkins' gate or straightway, 11% plus, less 10%; Jenkins' Globe, 15% plus; radiator valves (standards and removable disc), 68%; Emco check valves (standard), 20%; Emco J.D. rad. valves (screwed), 28%; Emco swing check valves, ¾ and ½ in. sizes, 35%; other sizes, 33%; Webber gate valves, 22%; Emco gate valves (standard), 35%; Emco globe valves (standard), 20%.

Valves, Foot—1½ in., blk. 72c, galv. \$1; 1½ in., blk. 88c, galv. \$1.25; 2 in., blk. \$1.20, galv. \$1.75.

Washers, Wrought—Round, plain. Sizes given are size of hole. In boxes of 50 lbs. list prices per 100 lbs.—¼ in., \$28; 5/16 in., \$34.40; ¾ in., \$22.80; 7/16 in., \$21; ½ in., \$19.60; 9/16 in., \$18.80; ¾ in., \$18.60; 11/14 in., \$18.40; ¾ in., \$18.20; 13/16 in., \$18; 1 1/16 in., 1½ in., 1¾ in., 1 5/16 in., \$18.90; 1½ in., 1¾ in., 1½ in., \$18.40; 1¾ in., 1½ in., 2 in., 2½ in., \$19. Discount, 50% f.o.b. Montreal, Hamilton, Toronto, Class A, 60%; Classes B and C, 70%. London and Halifax.

Car lots allowance to following points: Windsor, Walkerville, St. John, Moncton, Amherst, New Glasgow, Freight allowance: Fort William and West, 10c per 100 lbs.

Net extras, 26 to 40 lbs. of a size, \$1; 25 lbs. of a size or less, \$2 per 100 lbs. Package allowances—if taken in kegs about 175 lbs. each, allowance 10c per 100 lbs.; if taken in bags about 100 lbs., allowance 15c per 100 lbs.

HARDWARE

Adzes (Carpenters')—No. 1, per doz. \$21; lipped, \$30.

Ammunition (American)—Loaded shells, plus 2½c; empty shells, plus 15%; metallic, rim fire ball cartridges, discount, 2½%; centre fire blank and shot cartridges, plus 10%.

Ammunition (Dominion)—Rim fire, less 50 and 20%; B.B. and C.B. caps, 45 and 20%; centre fire sporting and military, 50 and 20%; empty shells, 40 and 20%; Crown loaded shells, 50 and 20%; Imperial and Canuck loaded shells, 50, 5 and 20%.

Shot, standard, 100 lbs., Toronto, \$13.50, net extras, as follows, subject to cash discounts only: Chilled, \$1.50; buck and seal, 80c; No. 28 ball, \$1.20 per 100 lbs.; bags less than 25 lbs., ½c per lb.; f.o.b. Montreal, Toronto, Hamilton, London, St. John and Halifax freight equalized.

Animal Ties—Cow ties, list plus 37½ per cent.; trace chains, list plus 25 per cent.; dog chains, list plus 20 per cent.; halter chains, net; tie-out chains, net; stall fixtures, Dominion, \$1.60 per doz.; heavy, \$2; dog collars, assorted, \$2.65 per dozen.

Augers (post hole)—Vaughan make, 8 inch, \$15.75; 9 inch, \$18; 10 inch, \$19.20 a dozen.

Axes—Boys', doz., \$12.00; Hunters', doz., \$11.00; single bits, doz., \$18.50; double bits, doz., \$20.50 for California and \$20 for Ontario brands.

On weights heavier than base add to list as follows: Group 2, 50c; group 3, \$1; group 4, \$1.50; group 5, \$2; group 6, \$2.50; group 7, \$3.50.

Bench Axes—Per doz., No. 2, \$41.00; No. 3, \$45.00; No. 4, \$49.00. Discount, 50 and 5.

Bale Ties—Single Loop—No. 12, \$5.25; No. 13, \$5.35; No. 14, \$5.45; No. 15, \$5.75; No. 16, \$5.95. Cross head—No. 12, \$5.55; No. 13, \$5.65; No. 14, \$5.85; No. 15, \$6.35; No. 16, \$6.45.

Baskets (Willow)—Delivery (handled), per doz., \$7.50 to \$11; splint, clothes or meat, per doz., \$2 to \$2.85; oblong clothes, per doz., \$10.50 to \$14.75.

Baskets (Wire)—Vegetable—Half bushel, each, 90c; 1 bushel, each, \$1.30; 1½ bushel, each, \$1.80.

Batteries (Dry Cell)—Columbia and Reliable ignition, 40 cents each.

Bells (Cow, Holstein Brand)—No. 0, \$9.00 a dozen; No. 1, \$7.25; No. 2, \$6; No. 3, \$4.65; No. 4, \$4; No. 5, \$3.75; No. 6, \$3.10; No. 7, \$2.75.

Belt (Leather)—Discounts apply to revised list of Nov. 4th, 1920. Extra quality, 25 per cent. Standard quality, 25/10 per cent. Side lace leather, lb., \$1.25; cut lace leather, lb., \$1.60 for Beardmore and \$1.45 for Anglo-Canadian.

Belt (Canvas)—60% off.

Belt (Rubber)—P. M. S., 40%; Ajax, 54%; Lion, 54%.

Belt Dressing (Stephenson's)—Red label for leather and green label for rubber, 50 cents per pound.

Bits, Auger—(Standard list prices per dozen): 3-16, \$6; 4-16, \$5; 5-16, \$5; 6-16, \$5; 7-16, \$5; 8-16, \$5; 9-16, \$6; 10-16, \$6; 11-16, \$7; 12-16, \$7; 13-16, \$8.25; 14-16, \$8.25; 15-16, \$9.50; 16-16, \$9.50; 17-16, \$12; 18-16, \$12; 19-16, \$14; 20-16, \$14; 21-16, \$16; 22-16, \$16; 23-16, \$18; 24-16, \$18; 25-16, \$21; 26-16, \$21; 27-16, \$24; 28-16, \$24; 29-16, \$27; 30-16, \$27; 31-16, \$30; 32-16, \$30.

Discounts from Standard list prices: Ford auger bits, 5%; Ford car bits, add 7½%; Beaver, 35%; Gilmour auger bits, 25%; Gilmour special 40/5; Gilmour car bits, 12½/5; Irwin auger bits, net; Irwin car bits, net; Mephisto regular, net; Mephisto electrician, plus 10%; Keystone auger bits, 30%.

Bowls, Chopping (Wood)—Round bowls are at, per dozen, \$8 for No. 13; \$11.75 for No. 15; \$27.50 for No. 17; \$28.75 for No. 19. Oval bowls are at \$19.75 a dozen.

Boards (Ironing)—No. 1, Daisy, \$35 per doz.; No. 10, Daisy, \$40 per doz.; No. 33, \$21 per doz.; No. 35, \$38 per doz.; No. 36, \$43 per doz.; Perfection, \$40 per doz.

Boards (Wash)—Globe, solid back (zinc), \$5.95; Crystal (glass), \$7.50; Baby Globe (zinc), \$2.45 dozen; Diamond King (glass), \$7.50 per dozen; Enamel Queen, \$3.50 dozen; Glass Globe, \$7.50 per doz.; Improved Globe, \$5.25 per doz.; Jubilee, \$5.80 per doz.; Neptune, \$5.25 per doz.; Waverley, \$5.25; Newmarket King, \$5.80 per doz.; Pony, \$2.45 per doz.; Royal Globe (zinc) \$5.25 per doz.; Original Globe, solid back, \$5.95 per doz.; Standard Globe, \$5.25 per doz.; Supreme (zinc), \$5.25 per doz.; Western King (Enamel), \$9 per doz.; Canuck (glass), \$7.50; Pearl, (S.M.P.), enamel, \$6.51.

Bolts and Nuts—Discounts herewith apply to standard list. Carriage bolts (\$1 list), ¾ in. diameter and smaller,

6 in. and shorter, 35%. Carriage bolts (\$1 list), ¾ in. and smaller, longer lengths, 20%. Carriage bolts (\$1 list), 7/16 in. and larger, 20%. Machine bolts, ¾ in. and smaller, 4 in. and shorter, 45%. Machine bolts, ¾ in. and smaller, longer lengths, 25%. Machine bolts, 7/16 in. and larger, 25%. Sleigh shoe bolts, all sizes, 15%. Coach and lag screws, 30%. Bolt ends, 25%. Square head blank bolts, 25%. Plow bolts, 20%. Elevator bolts, large head, 15%; corrugated heads, 45%. Fancy head bolts, 15%. Step bolts, large head (\$3 list), 15%. Whiffletree bolts, 15%. Tire bolts, 42½%. Stove bolts, 62½% and 5%. Sink bolts, 62½% and 5%. Nuts—2 in. and smaller, square, blanks, 25c off; tapped, add 25c. Hexagon, blank, net; tapped, add 75c.

Braces, Ratchet (Peck, Stowe & Wilcox)—No. 3002, \$53.25 a dozen; No. 3024, \$51.70; No. 3003, \$52.

Borax—Lamp crystal borax, 8c lb.

Brooms—No. 5, 4 strings, \$6.50 per doz.; No. 5, standard, \$7.50 per doz.; Little Beauty, \$9 per doz.; Royal Blue, \$13 per doz.

Butt Hinges (Polished Steel)—Per dozen pairs, for 2-inch size, No. 100, 75c; No. 138, 68c; No. 140, 81c; No. 540, \$2; No. 640, \$2; No. 286, ordinary finishes, 1½-inch, \$2; 2-inch, \$2.50; 2½-inch, \$2.75; 3-inch, \$3.50.

Cans (Milk)—At list plus 33 1-3%.

Carpenters' Pencils (Dixon)—No. 410, \$5.95 a gross; No. 997, \$8.50.

Cement (Portland)—In carload lots, per bbl., \$3.45. Less than car lots: Per bbl., f.o.b. yard, \$4.35 per bbl., delivered, \$4.55. Single bags, \$1.15 each, 4 bags to barrel. Extra charge of \$1.50 per load on less than 24 bag lots. Rebate, 20 cents for empty sacks.

Chalk Lines (Masons)—Yellow, \$2.15 a dozen in 100 ft. lengths; white, \$1.95.

Chisels (Howarth's English)—¼ inch, per dozen, plain, \$1.90; bevelled, \$3.65; ½ inch, \$2.40 and \$4.20; 1 inch, \$3.75 and \$5.50; 2 inch, \$8.80 and \$12.35.

Chisels (Broad's)—List less 40 p.c. for plain.

Choppers (Food)—Universal—No. 0, \$1.60 each; No. 1, \$1.95; No. 2, \$2.40; No. 3, \$3; No. 331, \$3.85; No. 304, \$6.85; No. 333, \$4.25; No. 334, \$11.95. Model—No. 5, \$19.32 per dozen; No. 6, \$21.84; No. 7, \$30.24.

Russwin—No. 0, \$1.65; No. 1, \$2; No. 2, \$2.40; No. 3, \$3.25.

Enterprise—No. 5, \$34.20 a dozen; No. 10, \$60; No. 12, \$54.

Home—No. 55, \$23.40 a dozen; No. 65, \$31.20; No. 75, \$43.20. F.o.b. St. Mary's. List No. 69, disc., 30%.

Gem—No. 20, \$22.80 dozen; No. 22, \$28.20; No. 24, \$34.80.

Choppers, Meat (Alexanderwerk)—No. 5, \$2.50; No. 8, \$3; No. 10, \$3.50; No. 22, \$5.50 each.

Churns (Barrel)—No. 0, each, hand, \$10.25; No. 1 hand, \$10.60; power, \$13.75; No. 2 hand, \$11.30; power, \$14.50; No. 3, hand, \$12.00; power, \$15.30; No. 4, hand, \$14.50; power, \$17.65; No. 5, hand, \$15.30; power, \$19.10. Net list. Beatty Bros.

Churns (Maxwell)—No. 0, side lever, \$12.40; bow lever, \$13; No. 1, \$12.80; and \$13.40; No. 2, \$13.60 and \$14.20; No. 3, \$14.60 and \$15.20; No. 4, \$17.80 and \$18.40; No. 5, \$18.80 and \$19.40. Discount, 25%.

Churns (Daisy)—No. 1, \$10.25; No. 2, \$10.90; No. 3, \$12; No. 4, \$14.25 each.

Clippers (Toilet)—Baker's Aristos, \$2.50; Charm, \$1.75; Famula, \$1.

Clippers (Horse)—Newmarket, \$3.00 per pair. No. 1 B.B. Stewart Horse Clipper, \$12.75 list, less 25%.

Boker's "Gem," \$1.50 a pair; Eclipse, \$2; Sovereign, \$1.80; Ball Bearing, \$2.25.

Clocks (Alarm)—Big Ben and Baby Ben, each, \$3.18; Good Morning, each, \$1.40; Lookout, \$1.90; Sleepmeter \$2.10.

Clothes Bars—No. 2, \$19 per doz.; No. 3, \$14.40 per doz.; No. 4, \$11 per doz.; No. 5, \$16 per doz.; No. 6, \$13 per doz.

Clothes Horses (folding) 6 feet, per doz., \$13.50 5 feet, \$11; 4 feet, \$9.

Extension—6 feet, \$27; 5 feet, \$22; 4 feet, \$18.

Clothes Lines (Galvanized)—No. 18, 100 ft. lengths, \$5.65 per 1,000 feet; 50 ft. lengths, \$6.25; No. 19, 100 ft. lengths, \$4.75; 50 ft. lengths, \$5.56.

Clothes Line Reels—No. 1, \$18.04 per dozen; No. 2, \$19.45.

Cobbler Sets—Dozen sets, \$12.50.

Coil Chain—	Proof	BBB
3/16 inch, electric weld.	\$15.40	\$18.80
1/4 inch, electric weld.	14.60	17.20
5/16 inch, electric weld.	12.15	15.28
3/8 inch, electric weld.	10.40	13.25
7/16 inch, fire weld.	13.20	15.40
1/2 inch, fire weld.	11.30	13.30
5/8 inch, fire weld.	10.20	12.40
3/4 inch, fire weld.	10.70	12.90

Cotton Pins (Stevens')—\$1.44 per dozen boxes for No. 1058.

Chains (Tire)—Discounts, 1 to 9 pairs, 25 off; 10 to 24, 30 off; 25 and over, 35 off.

Chains (Cross)—Discounts, under 100, 25%; 100 to 499, 30%; 500 and over, 35%.

Combs, Curry—No. 101, \$1.40 a doz.; No. 111, \$1.60; No. 121, \$1.55; No. 127, \$1.90.

Combs, Cattle—No. 98, \$2.10 per dozen; No. 100, \$2.85.

Cord (Sash)—Hercules No. 6, 80c a pound; No. 7, 79c; Nos. 8, 9, 10, 12, 78c; Nos. 14 to 20, 83c.

Cord (Awning)—White, 3 1/2, 3 1/10; 4, \$4.15; 4 1/2, \$5.65 per pound.

Crowbars—\$3.00 per 100 lbs.

Drills—Standard lists. Blacksmiths', 1/2 in. x 2 1/2 in. shank, each: 1/8, 45c; 5/32, 45c; 3/16, 50c; 7/32, 55c; 1/4, 60c; 9/32, 65c; 5/16, 70c; 11/32, 75c; 3/8, 80c; 13/32, 85c; 19/32, \$1.20; 1/2, \$1.30; 21/32, \$1.40; 11/16, \$1.50; 23/32, \$1.60; 3/4, \$1.70; 25/32, \$1.80; 13/10, \$1.90; 27/32, \$2; 7/8, \$2.10; 29/32, \$2.20; 15/16, \$2.30; 31/32, \$2.40, 1, \$2.50. Intermediate sizes take next larger size.

Egg Beaters (Dover)—No. 100, \$2.10 a dozen; No. 150, \$3.50; No. 450, double dasher, \$3.20.

Enamelwares—Pearl, Imperial and Colonial, 25% off list; Diamond, Canada and Premier, net list; Crystal and White wares, 40 and 10% off; White-ware, decorated, plus 25%; Japanned ware, plus 25%; One-coat gray, 40 and 10%.

Faucets (Common wooden faucets)—No. 4, \$1.15 a dozen; No. 6, \$1.40; No. 8, \$1.70.

Fencing (Poultry)—3-ply, \$4.65 per 10 rods; 4 ft., \$5.25; 5 ft., \$6.

Fencing (Lawn)—12 in., \$9.25 per 100 feet; 18 in., \$10.50; 30 in., \$12.25; 36 in., \$13.75; 42 in., \$15.35; 48 in., \$16.75.

Files—Favorite—Discount 20-10-10. Great Western, American, 50 off; K. F., Arcade and Globe, 60%; Nicholson and Black Diamond, 35 and 5%.

Gloves—Canvas and cotton, \$15 a gross.

Glue Pots (tinned)—No. 30, \$1.50; No. 20, \$1.55; No. 0, \$1.60; No. 1, \$1.90 each.

Grindstones—Under 40 lbs. weight—Smaller than 2 in. face, \$4.50 per hundred pounds; two in and over, \$4.40 to 80 lbs. weight—Under 2 in. face, \$4.25 per hundred pounds; 2 ins. and over, \$3.75; Bi-Treadle, each, \$9.75; Cycle BB, \$8.75.

Grindstones (Mounted)—No. 300, \$8.28 each; No. 320, \$25.92 a dozen; disc, 20 and 10%.

Grindstone Fixtures (Taylor-Forbes)—15 inch, axle, \$8.75 a dozen; 17 inch, \$9; 19 inch, \$10.75; ball bearing, \$15.

Grinders (Household)—Blue Knight, No. 24E, \$2.25. Abrasive wheels at 55 off list.

Halters, Rope—Sisal, 7-16 in., \$21 per gross; 9-16, \$33. Jute, 7-16 in., \$19; 9-16 in., \$28.50.

Hame Fasteners (Dodson), \$4.00 per dozen.

Hammers (Maydole Brick Hammers)—No. 561, \$27.60 a dozen; No. 562, \$25.10; No. 563, \$22.60.

Hammers, Sledge—(Canadian), 2-2 1/2 lbs., \$25 per cwt.; 3-4 1/2 lbs., \$20; 5 lbs. and over, \$15.00.

Blacksmith Sledge—Under 5 lbs., \$18.75; 5 lbs. and over, \$13 per cwt.

Masons—2-2 1/2 lbs., \$27.50 per cwt.; 3-4 1/2 lbs., \$25; 5 lbs. and over \$20.

Hammers, Striking—Nos. 38 and 46, 5 lbs. and over, \$13.75 per cwt.

Hammers, Machinist—No. 30, 1 lb., \$8 per dozen; No. 30, 1 1/4 lb., \$8.75.

Handles (Wood)—All hickory handles, net; oak, ash and maple handles, list less 10%; hay fork, hoe rake, shovel and manure fork, 10%; Whiffletrees, double-trees and neck-yokes, net list; wood rakes, net list; horse pokes, net list. O-Cedar mop handles, net, \$2 a dozen. Shovel handles, \$5 per doz.

Hangers, Barn and Parlor—Atlas No. 0, \$15.45 doz. pairs; No. 1, \$17.20; No. 2, \$18.30; Stearns, 4 in., \$13.70; 5 in., \$17.75. Perfect, No. 1, \$20.85; Canada, \$15.00; Hatch, \$13.50; National, \$16.50; America, \$21.00; Great West, \$32; Storm King, No. 42, \$11.80 a doz.

Hatchets, Shingling—No. 1, \$11.25 per dozen; No. 2, \$12.

Hatchets, Lath—Nos. 3 and 4, \$11.50 per dozen; No. 4, \$11.75.

Hatchets, Barrelling—Nos. 50 and 60, \$15.50 per dozen.

Hatchets, Claw—No. 7, \$12.50 per dozen; No. 8, \$13.25.

Heaters, Electric—National Glowler, \$6.10; National Heatray, \$7.50; Majestic, 1 burner, \$6.50; Universal, \$9.50; Westinghouse Cosy Glow, \$7.35 each in lots of 6.

Heaters (Oil)—Perfection, No. 525, \$8.50; No. 530, \$9.50; No. 630, \$12.75. Less 30%.

Hinges (Blind)—No. 1, \$2.15 per doz. sets.

Hinge (Spring)—No. 200, \$21.30 per gross; No. 201, \$35; No. 202, \$28.75. Double-acting, \$62.50 per gross pair. Ajax Floor No. 3111, \$1.85 per set. Reliance Door, No. 270, light, per doz., \$2.50; medium, per dozen, \$3.25; heavy, per dozen, \$5.

Hinges—Heavy, in bulk. Doz. pairs: 4 in., strap, \$1.81; tee, \$1.56. 5 in.,

strap, \$2.12; tee, \$1.81. 6 in., strap, \$2.37; tee, \$2.12. 8 in., strap, \$3.62; tee, \$2.62. 10 in., strap, \$5.94; tee, \$4.06. 12 in., strap, \$8.62; tee, \$6.12. 14 in., strap, \$10.62; tee, \$8.75. Net prices.

Light—Net prices—3 in., strap, \$1; tee, \$1. 4 in., strap, \$1.31; tee, \$1.31. 5 in., strap, \$1.43; tee, \$1.56. 6 in., strap, \$2; tee, \$1.81.

Hinges (Barn Door)—6 inch, \$4.30 a dozen pair; 8 inch, \$4.80; 10 inch, \$6.40; 12 inch, \$7.00; 15 inch, \$7.50; 18 inch, \$11.00; 21 inch, \$12.40; 24 inch, \$16.00. Discount, 20%.

Hinge Hasps—Per dozen, 3 inch, 75c; hasps and staples, 6 inch, 60c; hasps and staples, double hook, 6 inch, 90c; safety hasps, 6 inch, \$2.94.

Loose Pin Steel Spring Hinges, \$25.50 per gross pair.

Hoes (Grub)—3 1/2 lb., per dozen, \$7.75; 3 lb., \$7.25.

Hooks (for hammocks)—No. 138, \$7.85 per hundred; No. 128, \$6.10.

Hooks (Galvanized Fence)—\$5.50 per keg.

Horseshoes—	Price per keg		
	No. 2	No. 1	
	Sizes and	Sizes and	
	larger	smaller	
Patterns			
Light iron	0-7	\$6.70	\$6.95
Long heel light iron	3-7	6.70
Medium iron	1-8	6.70	6.95
Heavy iron	6-8	6.70
Snow	1-6	6.95	7.20
New light XL steel	1-6	7.15	7.40
Featherweight			
XL steel	0-4	8.55	all siz.
Special countersunk	0-4	9.25	all siz.
Toe weight (front only)	1-4	9.70	all siz.

Packing—Up to 3 sizes in one keg, 10c per 100 lbs. extra. More than 3 sizes, 25c per 100 lbs. extra. F.o.b. Montreal, Belleville and Hamilton.

Horse Clippers (Stewart)—No. 1, \$14.75 each, with sheep shear, \$15; No. 8, sheep shear, \$20; No. 9, \$24; and with horse clipper, \$9.75 extra. Discount 25 per cent.

Hose, Lawn—Corrugated, per hundred feet; 1/2 in., \$13; 3/4 in., \$14.50; 1 in., \$16.50. Less 5% for full reel, 500 feet.

Hose, Lawn—3 ply 4 ply 5 ply
Per 100 ft., size 1/2" \$9.50 \$10.50 \$12.00
Per 100 ft., size 3/4" 11.00 12.00 13.50
Per 100 ft., size 1" 13.00 14.00 15.50

Hose, Garden (Dunlop)—Admiral, 5% off list; Gibraltar Red Special, 5% off list; Dunlop extra, 20% off; Peerless, 37% disc.; Reliance, 1 inch and over, 43%.

Hose Nozzles (Gem)—Per doz., \$7.70.

Hose Couplings (Gem)—1/2 inch, 1/4 inch, 3/4 inch, \$1.60 per dozen.

Irons (Sad)—Mrs. Potts, polished, \$1.90 per set; nickel plated, \$2.

Handles for above japanned, \$21.90 a gross.

Irons, Electric—Model B, National, \$4.65; Canadian Beauty, \$4.85; Classic, \$5.60 list; Hotpoint, \$4.65 net in 1/2 doz. lots; Westinghouse, \$4.80 in 1/2 doz. lots.

Jacks (Screw)—1 1/4 x 10, \$3.75; 2 x 12, \$5; 2 x 16, \$6. each.

Knives, Hay—Spear Point, \$15 per dozen; Lightning, \$14; Heath's, \$14.

Ladders—Step Ladders—Standard, 44c a foot; Household, 35c; Shelf Lock, 4 to 8 ft. only, 32c; Faultless, 4 to 8 ft. only, 44c; Faultless, 10 to 16 ft., 49c.

Single and Fruit Picking—10 ft. to 16 ft., 26c per foot; 18 ft. to 22 ft., 27c.

42½%, Iron burrs, 42½% off list on 200-lb. kegs. Extras, add 1c to list on 100-lb. kegs; 3c on 50-lb. boxes; 4c on 25 lb. boxes, 8c on 1 lb. pkgs.

Copper Rivets, net extras, 2½c per lb.

Copper rivets, usual proportion of burrs, 25%. Burrs only, plus 30%.

Roofing (Samson)—1 ply, \$2.50 roll; 2 ply, roll, \$2.95; 3 ply, roll, \$3.65.

Waverley—1 ply, \$1.55; 2 ply, \$2.00; 3 ply, \$2.40.

Red Star, 2 ply, \$1.85 roll; Red Star, 3 ply, \$2.20.

Everlastic—1 ply, \$1.65; 2 ply, \$2.00; 3 ply, \$2.35.

Panamoid—1 ply, \$1.50; 2 ply, \$1.85; 3 ply, \$2.20.

Coal Tar (refined), per barrel, \$10.50; coal tar (crude), \$9.25.

Rope—Pure Manilla basis, 20c a pound; Beaver Manilla basis, 18½c; New Zealand hemp basis, 18½c; Sisal basis, 16c. These quotations are basis prices, ¾ in. and larger diameter. The following advances over basis are made for smaller sizes: ½ in., ½c; 9-16 to 7-16 in., inclusive, 1c; ¾ in., 1½c; 1 in. and 5-16 in., 2c; 3-16 in., 2½c extra.

Single lath yarn basis, 16c; double lath yarn, 16½; halyards, 46; Beaver halyards, white, ¾ in. basis, 26c.

Hemp, deep sea line basis, 46c; hemp, tarred ratline basis, 39c; hemp, tarred bolt rope basis, 41c; marline and house-line, 41c. Extra charge for shorter lengths than half coils, 2c per pound additional.

Cotton, ½ in., 65c a pound, 5/32 in., 64c; 3/16 in., 60c; ¼ in. and up, 59c.

Rules (Brass)—No. 1494, \$4.60 a dozen.

(Boxwood)—No. 3097, \$6.85; Blind-man's, 2 feet, \$6.40 a dozen.

Sandpaper—B. & A. sandpaper, less 12½%; Star sandpaper, less 12½%; B. B. & A. emery cloth, plus 17½% list.

Saws (Bucksaws)—Prince Rupert, \$16.65 a dozen; Arrow Head, \$16.65; Happy Medium, \$12.30.

Saws (Hand)—Diston, D8, 26 inch, \$31.25 a dozen; No. 7, 26 inch, \$27.50.

Scales—Champion, including stamping, list less 10%; 4 lb. \$6.60; 10 lb., \$8.65; 24 lb., \$12.65; 60 lb., \$35.80; 1,200 lb., \$43; 2,000 lb. \$57.10; 2,000 lb. drop lever, \$64.75.

Screen Wire Cloth—\$2.85 per hundred square feet for 12 mesh, black; \$3.75 for galvanized; \$9.50 for bronze.

Screws (Wood)—Discounts off Standard List: Flat Head, bright, 77½ and 2½% Oval Head, bright, 75 and 2½%; Round Head, bright, 75 and 2½%; Flat Head, brass, 70 and 2½%; Oval Head, brass, 67½ and 2½%; Round Head, brass, 67½ and 2½%; Flat Head, bronze, 65 and 2½%; Oval Head, bronze, 62½ and 2½%; Round Head, bronze, 62½ and 2½%.

Square cap, 55%; hexagon cap, 55%.

Screws, Iron Bench, No. 12—1 in., \$10.50; 1½ in., \$11.85; 1½ in., \$14.35.

Scythes—Cast steel, \$15 a dozen; Golden Clipper, \$16; Little Giant, \$17; Bush, \$16.

Skates (Roller)—Union No. 3, \$1.05 per pair; No. 11, \$1.55; No. 5, \$2.25.

Skate Straps—18 inch, \$1.05 a doz. pairs; 21 in., \$1.55; 24 in., \$1.60; 30 in., \$2; 36 in., \$2.30.

Snaths—1 loop, \$17.50 a dozen, 2 loops, \$17.

Spiders—Cast, No. 7, 85c; No. 8, 90c, No. 9, 95c. Nickel Plated—No. 7, \$1.26; No. 8, \$1.35; No. 9, \$1.50; No. 10, \$1.75.

Spades, Shovels and Scoops—Plain back shovels and spades, draining tools, hollow back scoops, sand shovels, hollow back shovels, hollow back coal shovels, riveted back scoops, miners' spring point shovels. 1st. 2nd and 4th grades, all 50%. These discounts apply whether goods are sold in carload or less than carloads, and apply only to Plain List, Black List prices being as follows:

Plain back shovels and spades, No. 2, according to grade, 1st, \$29; 2nd, \$28; 4th, \$25. Draining tools, 1st, \$29; 2nd, \$27.50. Hollow back scoops, 1st, \$34.50. Coal shovels, hollow back, 1st, \$32; 4th, \$30. Sand shovels, 1st, \$27.50; 4th, \$24. Hollow back shovels, 1st, \$27.50; 4th, \$24. Rivetted back scoops, 1st, \$37.50; 2nd, \$35.50; 4th, \$34. Miners' spring point shovels, 1st, \$36.50.

Spikes, Ship—Base, ¾ in. and larger, \$5.25 per 100 lbs. ½ in. and 5/16 in., \$5.75 per cwt. F.o.b. Montreal, Belleville, Toronto and Hamilton, with freight equalized on these points.

Squares (Steel, Sargeant make)—No. 100C, \$3.35 each; No. 500RR, \$3.60.

Stoves (Oil Burning Cooking)—Perfection No. 32, 2 burner, \$22 each; Perfection No. 33, 3 burner, \$27; Perfection No. 34, 4 burner, \$35; No. 35, 5 burner, \$49; No. 22G oven for above stoves, \$8.50. Discount, 30% off list.

McClary Glass Front Oven, No. 170, each, net, \$6.80. Detroit Glass Front Oven, No. 85, each; net. Hot Blast.

Skate Straps—Tan leather, 21 in., \$3.50 a dozen pairs; 30 in., \$4.70. Web straps, 21 in., \$3.20; 30 in., \$3.60.

Stretchers (curtain)—Star, No. 1, \$27.60 doz.; Star, No. 2, \$30 doz.; Sun, No. 1, \$29; Sun, No. 2, \$22.

Stretchers, Wire—Hercules, \$3.60 doz.

Stretchers, Fence—No. 440x2, \$1.80 a pair; No. 340x1, \$18 a dozen; No. 340x2, \$30. \$30.24 a dozen. Discount, 20 and 10%.

Sweepers—Carpet (Bissell's)—American Queen, nickelled fittings, cyco b.b., \$60; Club, japanned, cyco bearing, \$120; Champion, japanned fittings, \$45; Grand, japanned, cyco b.b., \$68; Grand Rapids, nickelled, cyco b.b., \$55; Grand Rapids, japanned, cyco b.b., \$50; Parlor Queen, nickelled, cyco b.b., \$62; Princess, nickelled, cyco b.b., \$57; Standard, japanned fittings, \$46; Universal, japanned, cyco bear, \$48; Universal, nickelled, cyco bear, \$53. Toy (Bissell's)—Little Daisy, \$3; Little Queen, \$4.50; Little Jewel, \$14.

Sweepers, Vacuum (Bissell's)—Grand Rapids, nickelled, \$106 a dozen; Household, japanned, \$94; Superba, nickelled, \$120 f.o.b. factory, Niagara Falls, Ont.

Swings (Stratford)—4 ft., \$7; 5 ft., \$9; 6 ft., \$11. Ontario, 4-passenger lawn swing, \$8.00; awning, \$4.50.

Tapes, Measuring (Lufkin)—263, 50 ft., Challenge, steel, \$4.95 each; 103, 50 ft. Reliable Jr., steel, \$5.25 each; 243, 50 ft. Rival, steel, \$4.40 each; 553, 50 ft. Steel, \$3.95 each; 1243, 50 ft. Rival Jr., steel, \$4.06 ea.; 603, 50 ft. Metallic, \$3.17 each; 604, 66 ft., Metallic, \$3.54 each; 403, 50 ft. Linen, \$2.39 each; 713, 50 ft. Ass Skin, \$6.15 doz.; 714, 66 ft. Ass Skin, \$7.37 doz.; 143, 3 ft. Steel Pocket, \$7.27 doz.; 145, 5 ft. Steel

Pocket, \$9.20 doz.; 175, 5 ft. Linen Pocket, \$6.35 doz.; 165, 5 ft. Cotton Pocket, \$1.55 doz.

Tacks—Wire tacks, 65/25% from revised hardware tack list adopted January, 1922; double-pointed tacks, 65/25%.

Tubs, Wood—No. 0, \$26.40 per dozen; No. 1, \$23.10; No. 2, \$20.90; No. 3, \$17.60. F.o.b. Newmarket.

Tools, Harvest—Waverley, Wellandvale, Rixford, Maple Leaf, Bedford, 60% net, new list.

Toasters (Electric)—Universal, \$7.25; Canadian Beauty (reversible), \$4.65; Upright (with rack), \$5; Hotpoint (reversible), \$4.60; all net.

Track, Barn Door—Hatch Trolley, per ft., 22½c; brackets for this, per doz., \$2.00. National Flat Track, 1½ in. per 100 ft., \$13. Storm King Flat, No. 60, list less 20-10%. Safety Flat, No. 60, list less 20-10%. Reliable No. 1 and 2, 20c per ft., less 20-10%. Round Trolley No. 1918, 20c per ft., less 20-10%.

Slater Square Track Hangers—Duke, \$18.35 dozen pairs; Prince, \$11.09; Adjustable, \$33.60. Garage door outfits (roller bearing), adjustable, \$6.48 a set; Simplex, \$6.48.

Weather Strip—Bronze, 1½ in. wide, \$4.50 per box of 100 feet. Boxes for wire door or window, 1½ in. wide, \$1.05; 1½ in., \$1.15; 1½ in., \$1.20. Wood and felt, 50 and 5 off; Frost King (felt), \$5 per dozen packages.

Wrenches (Billmont)—Universal set, \$7.30; No. 300 socket set, \$16.20; Ratchet set, \$8.80; mechanics' kit, \$54. Discount 25%.

Wringers (Clothes)—Maxwell list, No. 67. Discount 25%.

Waste (Cotton)—Cream polishers, 25 cents a pound; colored, 16 cents; white, 21 cents.

Wheelbarrows—Navy, steel wheel, \$105 a dozen; garden steel, \$83; light garden, \$66. F.o.b. Montreal, Toronto, London.

Wicks—Lamp—No. A, 97c a roll; Stove—3 in., 35c a dozen; 3½ in., 40c; 4 in., 50c.

Wrenches—Smart's Bull Dog, list less 65%; Track wrenches, list less 10%; Trim pipe wrenches, 45 off list.

(Crescent)—4 and 6 in., \$7.80; 8 in., \$9.60; 10 in., \$12.00; 12 in., \$18 a dozen. Discount 10%.

(Stillson)—6 in., \$2; 8 in., \$2.25; 10 in., \$2.50; 14 in., \$3.50; 18 in., \$5; 24 in., \$7.25; 36 in., \$13.50. Disc., 55% on Canadian, 42½% on genuine.

(Agricultural)—Discount 45%.

Traps (Game)—Victor No. 1, \$2.53 per doz.; Giant, No. 1, \$3.35 per doz.; Jump, No. 1, \$3.35; Hawley Norton, No. 1, \$4.89; Newhouse, No. 1, \$7.39. All these include chains. Mouse, \$3.60 per gross for Victor; \$3.70 for Holdfast, and \$16.80 for Roundhead (4 hole), \$16.80 Victor. Rat, \$1.20 a dozen; Holdfast, \$1.30.

Weights, Sash—Sectional, 1 lb. per 100 lbs., \$3.25; sectional, ½ lb., per 100 lbs., \$3.25; solid, 3 to 30 lbs., per 100 lbs., \$3.00.

Wire—Annealed or Bright—Advances over base price on sizes lighter than No. 9: No. 10 and heavier, 6c; No. 11, 12c; No. 12, 20c; No. 13, 30c; No. 14, 40c; No. 15, 55c; No. 16, 70c.

Oiler and annealed extra, 30c. Coppering and liquor finish extra, \$1 to \$1.50. Tinning extra, \$2 to \$3.

Stovepipe Wire—No. 18, \$9.00; No. 19, \$9.50.

PAINTS AND OILS

Alabastine—Colors and white—2½ lb. packages, \$10.10 for 100 lbs.; 5 lb. packages, \$9.60 for 100 lbs. F.o.b. Paris or nearest jobbing house.

Beeswax—Small quantities, 45c per pound; larger quantities, 40c.

Blue Stone—Per lb., bbls., 8c; less quantities, 10c.

Borax—Lump crystal or powdered borax, 10c pound.

Bronzing Liquid—Bronzing liquid, No. 1, \$2.65 a gallon.

Banana Oil—\$4.25 a gallon.

Brushes—Floor waxing—Acme, 15 pounds, \$2.70 each; 20 pounds, \$3.25; 25 pounds, \$3.80.

Brushes (paint)—Discounts off Meakins, 30 p.c.; Simms, 75 and 10.

Coal Tar—In quart tins, per case of three dozen, \$3.75 per dozen; less than cases, \$3.95 per dozen.

Colors (Dry)—Per pound—

Raw and Burnt Umber, 100 lb. kegs, No. 1, 9c; less quantities, 10-12c.

Raw and Burnt Sienna, 100 lb. kegs, 9c; less quantities, 10-12c.

Imp. green, 100 lb. kegs, 17c.

Chrome green, C.P., 12c.

Chrome yellow, 40c.

Brunswick green, 100 lb. keg, 12c.

Indian red, 100 lb. keg, 25c.

Lamp black, in bulk, 28c; packages, 34c.

Venetian red, best bright, 8c; No. 1, 6c.

Drop black, pure dry, 18-20c.

Golden Ochre, 100 lb. kegs, 8c.

White ochre, 100 lb. keg, 6c; barrels, 5c.

Yellow ochre, barrels, 4-6c.

French ochre, barrels, 6-8c.

Spruce ochre, 100 lb. keg, 6-8c.

Can. red oxide, bbls., 4c.

Vermillion, American, 35c.

English vermilion, \$1.85.

Colors in Oil—Pure, in 1 lb. tins:

Venetian red, 27c; **Indian red**, 40c; **Chrome yellow**, pure, 50c; **Golden ochre**, pure, 34c; **French spruce ochre**, pure, 29c; **Greens**, pure, 35c; **Siennas**, 37c; **Umbers**, 37c; **Ultramarine blue**, 70c; **Prussian blue**, 95c; **Chinese blue**, 95c; **Drop black**, 42c; **Ivory black**, 44c; **Signwriters' black**, pure, 50c; **Imperial black**, 25 lb. irons, 35c.

Colors—Mortar—Brown, per pound, 2½c; red, 2½c; black, 7c; buff, 3c.

Deco-Tint (Wall finish)—Colors, 2½-lb. packages, \$9.50; white, 2½-lb. packages, \$9; colors 5's, packages, \$9; white, 5's, packages, \$8.49; colors, 100's, packages, \$3; white, 100's, packages, \$7.50; colors, bbls. (250 lbs.), \$7; white bbls. (250 lbs.), \$6.50.

Dryers—I. V. housepainters' japan, gal cans, \$3; I. V. liquid dryer, \$2.75. Discount, 50 per cent. on both these. Housepainters', \$1.15.

Enamels (White)—Per gallon: **Dougal white enamel**, \$6.40; **Vitalite**, \$7.93; **Duralite**, \$7.50; **Old Dutch**, \$8.50; **B.H. "White"** Enamel, \$6.50; **Martins**, white, \$7.00; **Satinette**, \$7.24; **C. P. Co. Albogloss**, \$6.50; **O. D. Master Painters**, \$6.85; **Moorland**, \$7; **Lowe Bros.**, Linduro, \$7.00; **Sunshine**, white, \$6.25; **Kyanize**, \$8.10; **Solpar**, \$4.60; **Faripan**, \$9.10; **Jasperlac**, \$4.50; **Invincible**, \$6.50; **Hilcrest**, \$5.50; **Adelite A. & E.**, \$7.65; **Florglaze**, \$4.60; **Ripolin**, \$7.19.

Glass (Window)—

	"B"	"B"
100 ft., case lots.	Single.	Double.
Up to 25	\$12.00	\$19.60
26 to 40	14.90	24.40
41 to 50	16.20	26.60
51 to 60	16.90	27.60
61 to 70	17.60	28.80
71 to 80	18.60	30.30
81 to 90	21.70	35.30
91 to 94	22.80	37.00
95 to 95		41.30

Discounts—50 and 10% on Belgian, Canadian Libbey-Owens and Pilkington.

Cut size sheet glass, 75 per cent. off November, 1920, list. Plate glass, 50 and 10%.

Glaziers' Points—Zinc coated, 8c ½ lb. package.

Glass Cutters—No. 023, \$2.20 a dozen; No. 026, \$2.65.

Glaziers' T Squares—\$2.50 each.

Lead, White—(Ground in oil)—Prices are per 100 lbs. in ton lots. Less than ton lots are 35c per 100 lbs. higher than quoted below. F.o.b. Brantford, 50c; London, 55c; Windsor, 60c per 100 lbs. F.o.b. Toronto and Hamilton, 45c per 100 lbs. F.o.b. Port William and Port Arthur, 75c per 100 lbs. Maritime differential 50c per 100 lbs. over Montreal.

Montreal. Toronto.

Anchor, pure	\$13.50	\$13.95
Champion, pure	13.50	13.95
Crown Diamond, pure	13.50	13.95
Green Seal, pure	13.50	13.95
I. V. Perfection	13.50	13.95
Ramsay's pure	13.50	13.95
Moore's pure	13.50	13.95
Tiger, pure	13.50	13.95
O.P.W., Dec., pure	13.50	13.95
Elephant Genuine	14.00	14.45
BB Genuine, less than tons	14.85	15.30
Maple Leaf, pure	13.50	13.95

Lead (Red Dry)—Per 100 lbs.—Genuine, 560 lb. casks, \$11.50; Genuine, 100 lb. casks, \$12.50; less quantity, \$13.50.

Glue—English, sheet, per lb., 22c to 25c; White pigfoot, 50c; Cake bone, 112 lb. bags, 20c to 30c; Hides, 112 lb. bags, 25c to 30c; Ground glues, 112 lb. bags (English), per lb., 18c to 20c; Canadian, 11c to 18c.

Linseed Oil—(Raw)—Per gal.—1 to 2 bbls., \$1.14. Boiled—1 to 2 bbls., \$1.16.

Litharge—Casks, per cwt., \$9.25; smaller quantities, per lb., 10½c.

Muresco—Per 100 lbs.	White.	Tints.
350 lb. bbls.	\$7.15	\$8.25
200 lbs., half bbls.	8.00	9.10
100 lbs., kegs	8.25	9.35
Cases, 20 5-lb. pkgs.	8.80	9.90

Everjet Black Enamel—Crates, 2 doz., 8 oz., \$1.45; crates 12 doz., 8 oz., \$1.40; 1 gal. cans, gal., \$1.50; 5-10 gal. cans, gal., \$1.35; barrels—half bbls., gal., \$1.25.

H. T. & A. Co.'s Creosote Oil—Barrels, 45c; half-barrels, 50c; 5s and 10s, 60c. F.o.b. Montreal and Toronto.

Paints, Prepared—Price per gallon, 1 gallon can basis—

C. P. C. Elephant white, \$4.10; **Sanitone white**, \$3.65; **Sanitone colors**, \$3.55; **C. P. Co., pure white**, \$4.20; **C. P. Co., pure colors**, \$3.85; **C. P. floor paint**, \$3.75; **Elephant floor paint**, \$3.50.

B.H. English colors, \$3.85; **English, white**, \$4.20; **Fresconette, white**, \$3.65; **Fresconette colors**, \$3.55; **floor**, \$3.75; **porch**, \$3.85.

Crown Diamond, white, \$4.10; **colors**, \$3.75; **floor**, \$3.75; **flat wall tone, white**, \$3.65; **colors**, \$3.55.

Moore's House Colors, white, \$3.95; **colors**, \$3.70; **Preservo Paint**, white, \$3.00; **colors**, \$2.85; **floor paint**, \$3.50; **Sani-Flat**, \$3.50; **Porch and Deck Paint**, \$3.60.

I. V. Elastica, white, \$3.80; **Elastica, colors**, \$3.55; **Flatine, int. wall, white**, \$3.65; **Flatine, int. wal. colors**, \$3.55.

Lowe Bros., H. S. White, No. 328, \$4.20; **H. S. color**, \$3.85; **H. S., floor, hard drying**, \$3.75; **H. S., porch**, \$3.85; **Mellotone, flat wall, white**, \$3.70; **color**, \$3.55.

Jamieson's Crown Anchor, white, \$3.65; **colors**, \$3.55.

O.P.W. Canada Brand, white, \$4.20; **colors**, \$3.85; **floor**, \$3.75; **Flat Wall, white**, \$3.65; **colors**, \$3.55.

Ramsay's Pure, white, \$4.05; **colors**, \$3.70; **floor**, \$3.60; **porch**, \$3.70.

Glidden's white, \$4.20; **colors**, \$3.85.

Martin-Senour, 100%, white, \$4.20; **colors**, \$3.85; **porch**, \$3.85; **Neutone, white**, \$3.65; **Neutone, colors**, \$3.55; **floor paint**, \$3.75.

Sherwin-Williams, white, \$4.20; **colors**, \$3.85; **floor**, \$3.75; **porch**, \$3.85; **Flat Tone, white**, \$3.65; **colors**, \$3.55.

Maple Leaf, white, \$4.20; **colors**, \$3.85; **floor**, \$3.65.

Pearcy's Hillcrest, colors, \$3.45; **white**, \$3.80; **floor**, \$3.35.

Adelite, white, \$4.30; **colors**, \$3.95; **Industrial white**, \$3.85.

Polish-ol—4 oz., \$1.80 doz.; 12 oz., \$3.60 doz.

Putty (Standard)—Less than tons—Bulk, bbls. (800 lbs.), per cwt., \$4.70; 100 lb. drums, \$5.20; 25 lb. drums, \$5.45; 12½ lb. irons, \$5.70; bladders in bbls. (400 lbs.), \$6.45; in cases (100 lbs.), \$6.70. Tons, 25c lower. Pure linseed putty, \$1.25 cwt. advance on above prices. Hamilton prices same as Toronto.

Plaster Paris—Single barrels, \$4.

Rosin—Barrel lots, per 100 lbs.—G., medium grade, \$4.00; water white, \$5.25.

Remover (Paint and Varnish)—High Standard, \$3; Taxite, 1 gal. cans, \$3; B-H Vanshler, \$3; Chalko, \$3; Klensa, \$3; Cumoff, \$3; Dougall Lingerwett, \$3.25; Takoff, \$3; O.P.W. Presto, \$2.60; Solvo, \$3.60; Varn-off, \$3; Adelite, \$3.

Shellac—Per gal. in 5-gal. lots—White, \$5.00; orange, \$4.50. Gal. jugs, white \$5.25; orange, 4.75. F.o.b. Toronto, London, Montreal.

Sulphur—In 100 lb. bags, per pound, 4½c.

	Ordinary Colors.	Greens
Sherwin-Williams	\$1.45	\$1.70
B-H Anchor	1.45	1.45
M. L. Creosote	1.45	1.65

Solignum	1.30	1.50
Martin Senours	1.45	1.65
Elastica	1.45	1.65
Hilcrest	1.40	1.60
"C.D." Shingle Stain	1.25	1.45
Canada Paint	1.45	1.65
O.P.W. Creolin	1.30	1.50

Tar—Coal tar, refined, \$10.50; crude, \$9.25.

Turpentine—Single bbls., gal., \$1.45; 2-4 bbls., gal., \$1.39; 5 gal. lots, per gal., \$1.50.

Varnishes—Per gal. cans—B-H Floors, \$4.44; Maritime Spar, \$5.58; Hard Oil, \$3.06; Gold Medal, \$3.75; Elastilite, \$3.95; Granitine Floor Varnish, \$3.95; Hydrox Spar, \$5.

C. P. C. Sun Varnish, \$4.80; **Sun Aero Spar**, \$4.50; **Sun Waterproof Floor**, \$4.10.

Glidden Wearette, \$4; **floorette**, \$4.

I. V. Elastica, No. 1, \$4.99; **No. 2**, \$4.58; **Floor**, \$4.10.

Jasperite Interior and Exterior, \$3.75; **Indestructo, floor**, \$3.75; **Pale Hard Oil**, \$2.75.

P. & L., No. 61, \$5.14.

Jamieson's Copaline, \$4.10.

M-S Marble-Ita Floor, \$4.32; **Wood-Var**, \$4.16; **Durable Spar**, \$5.23; **Finest Interior**, \$4.97.

Moorlastic Floor, \$4.00; **T. 45 Floor**, \$3.25; **Moorvar Interior**, \$4.00; **Moore's Spar**, \$5.

S. W. Mar-not, \$4.03; **Rexspar**, \$5.13; **Scar-not**, \$4.76.

Lowe Bros., durable floor, \$4.60.

Solpar, Spar Marine, \$6; **House Spar**, \$4.60; **Floor**, \$4.60; **Interior**, \$3.60.

Kyanize Spar, \$5.25; **Cabinet Rubbing**, \$4.95; **Interior and Floor**, \$4.95.

Luxeberry light, \$4.23; **Granite**, \$4.56; **Spar**, \$4.73.

Ramsay's Universal, \$3.80; **Agate Floor**, \$3.80; **400 Hard Oil**, \$3.35.

"C. D. Big 4" Exterior, \$5.10; **Interior**, \$4.60; **General purpose**, \$4.28; **Furniture**, \$2.30.

Dougall Univarnish, clear, \$4.50; **Transparent spar**, \$5.00; **Transparent floor**, \$4.50.

Adelite, No. 103, Floor, \$4.00; **No. 105, Flat**, \$4.00; **No. 100, Spar**, \$5.80. F.o.b. Montreal and Toronto.

Water Paints—Per 100 lbs. in 5 lb. packages—Frescota, white, \$8.50; colors, \$9.50; Decotint, white, \$7.50; colors, \$8; Coralite, white, \$9; Perfecto, white, \$8.50; Rockface, bbls., 250 lb., 5c; Opalite, 300 lb. bbls., 20c; Opalite, 100 lb. pkg., 21c; 1 gal. packages, per pkg., \$1.25; ½ gal. package, per pkg., 52½c; Ramsay's "Ideal," 310 lb. bbls., 12½c; Sturgeon's Solpar, 10c.

Wiping Cloths—Cream, polishing, 24c; White—21c; Colored—16c.

Wax—B-H Wax, 45c; Berry Bros., 50c; Imperial Floor Wax, 35c; Anchor, 38c; O.P.W. Lion Brand, 38c; Old English, 67c; Johnson's, 67c; Jamieson's liquid wax, gal., \$3.60; Ramsay's, 45; Martin-Senours, 24; I. V. Wax, 38c; Sherwin-Williams, 48c; Solpar, \$1.75; Crown Diamond, 38c; Hillcrest, 45c; Plymouth Rock, 45c; Champion white, 50c; Adelite paste, 45c; Old English, 85 cents a pound, 1-3 off.

Whiting—Plain, in bbls., \$2.00; **Gilders**, bolted in bbls., \$2.50.

Wood Alcohol—Per gal.—In five gallons, \$1.55; Methylated Spirits, \$1.70.

Wood Filler (Paste)—Kleartone—All colors except mahogany—1 lb. cans, 28c a pound; 2 lb., 26c; 5 and 10 lb., 24c; 25 lb., 22c. Mahogany 5 cents a pound higher. Discount 35 and 5 per cent.

Wood Filler (Liquid)—Crown Diamond, per gal. in qt. tins, \$1.70.

Wall Paper Seam Rollers (Ridgely)—Nos 1 and 2, \$6 a dozen.

THE PARMENTER BULLOCK CO Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fence Plates.

STEEL

Gasoline Pumps and Tanks, Air Pressure Tanks and Receivers, Air Compressors, Pneumatic Tanks and Pumps, Galvanized Tanks, round and square.

Write for New Catalogue.

THE STEEL TROUGH & MACHINE CO. LTD.

TWEED-ONT.

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In addition to a printing staff and equipment able to produce all this class of work in a thoroughly satisfactory manner at low cost, we have a service department that might give you many valuable suggestions.

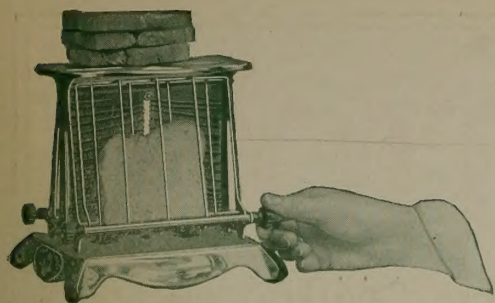
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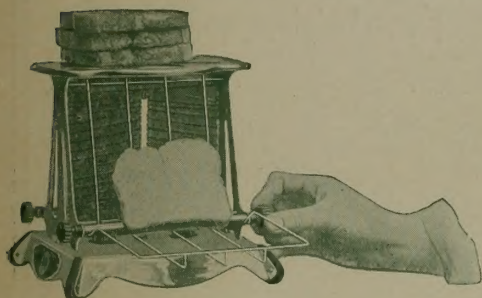
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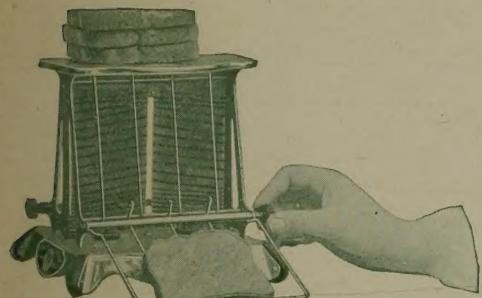
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51 Wellington West
TORONTO



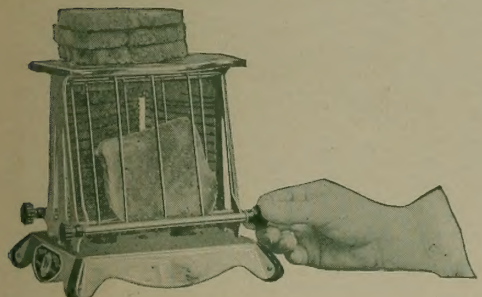
1st Operation



2nd Operation



3rd Operation



4th Operation

Westinghouse Turnover Toaster

Makes toast right on the table. Turning the insulated knobs turns the toast—no danger of burning the fingers.

The "Turnover" feature consists of swinging racks on each side, which are hinged at the bottom. It is unnecessary to touch the bread from the time it is put on the racks until it is taken off, toasted.

The racks are raised and lowered by means of ebonized knobs. This simple operation turns the toast.

The flat surface on top of the toaster may be used to keep the toast hot, or it may be used to heat plates, keep the coffee warm, etc.

The complete Turnover Toaster includes flexible cord with permanently attached plug and through switch.

Canadian Westinghouse Co., Limited, Hamilton, Ont.

TORONTO, Bank of Hamilton Bldg.
HALIFAX, 105 Hollis St.
CALGARY, Canada Life Bldg.

MONTREAL, 285 Beaver Hall Hill
FT. WILLIAM, Cuthbertson Block
VANCOUVER, Bank of Nova Scotia Bldg.

WINNIPEG, 158 Portage Ave. E.
EDMONTON, 211 McLeod Bldg.
OTTAWA, Ahearn & Soper, Ltd.

Repair Shops

MONTREAL, 512 William St.
WINNIPEG, 158 Portage Ave., E.

VANCOUVER, 1090 Mainland St.

TORONTO, 368 Adelaide St. W.
CALGARY, 320 8th Avenue West



Westinghouse

SATISFACTION!

The payee in check reproduced below paid us \$440.66 for fire insurance protection of \$11,800.00. Following fire of August 18th, 1923, we paid a loss of \$11,733.65. In addition we paid a dividend of 50% of the premium, or \$220.33.

Our policy holders get the dividend whether loss occurs or not.

Absolute protection at a 50% saving for hardwaremen.

Combined cash surplus \$2,000,000.00.

THE CANADIAN HARDWARE AND IMPLEMENT UNDERWRITERS

Winnipeg, Man. September 10th. 1923. N^o 2479

PAY TO THE ORDER OF N. H. Bowers, \$ 11,733.65

THIS CHECK PROPERLY ENDORSED IS A RECEIPT IN FULL FOR ACCOUNT AS NOTED BELOW. IN CASE OF ERROR RETURN CHECK.

Loss under Policies Nos. F-2261, F-2400, F-2474, F-2475, F-2476 and F-2688, fire occurring August 18th. 1923. 11,733.65

ELLEN THOUSAND SEVEN HUNDRED THIRTY THREE DOLLARS SIXTY FIVE CENTS

TO THE BANK OF MONTREAL
1-3 WINNIPEG, MAN.

11772 TODD-WINNIPEG

MANAGER

Note the date of loss and date of payment.

Write

THE CANADIAN HARDWARE AND IMPLEMENT UNDERWRITERS

C. L. CLARK, Manager

802 Confederation Life Building, Winnipeg

or PROVINCIAL MANAGERS

Alberta
C. W. ATHEY
504 MacLean Bld.
Calgary

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I. E. FAIRCHILD
802 Conf. Life Bld.
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